

CLASSIFICATION SPECIFICATION

FLSA:		Job Code:	ACV73743
Job Class Code:	560	Salary Schedule:	ASRRPIO
EEO Category:	02	Grade:	21
Workers Comp Code:	9410		

Job Code Established:	05/11/73	Effective Date:	
Job Code Revised:	10/01/98	Effective Date:	

JOB CODE SERIES: Public Information and Industrial Services

JOB CODE TITLE: PUBLIC INFORMATION OFFICER III

HRIS TITLE: PUB INFO OFFICER III

CHARACTERISTICS OF THE CLASS: Under direction, is responsible for work of considerable difficulty in an extensive public information, public relations or education program in an agency which has a mission of service and information to the public as one of its primary goals. Directs the preparation of materials, speeches, and releases for presentation to the public by personal, televised, or other means of communication; and performs related work as required.

EXAMPLES OF DUTIES: Supervises and directs a comprehensive information and education program to make the public aware of activities, service, and benefits available as a result of the agency's operation; works closely with officials in the agency to develop speeches and presentations in their style and manner, to effectively communicate their philosophy; prepares materials for use by radio, television, news media, including tapes, films, news releases, information brochures; assists in the production of programs to be presented to the public; may personally make presentations on the request of agency officials; maintains necessary pictures and information files to provide historical perspective visually of agency's operation; edits and publishes house organ with news of interest to agency employees; assists and/or directs the arrangements for conferences or conventions; trains agency officials on methods of presentation; maintains close contacts with news media to ensure a proper understanding for time and release of news information.

KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of: the principles and practices of journalism, public relations, advertising, and public information; the preparation and production of written and visual materials and materials to be presented orally; photographic techniques, lighting, make-up applications and of cameras and sound equipment;

Ability to: sublimate personal injection into vital matters concerning the agency, in reference to making the agency officials look and sound their best in informing the public.

Skill in: preparing materials for oral, visual or written presentation.