

CLASSIFICATION SPECIFICATION

FLSA:	EXP	Job Code:	ACV73744
Job Class Code:	560	Salary Schedule:	AREG
EEO Category:	01	Grade:	22
Workers Comp Code:	9410		

Job Code Established:	05/11/73	Effective Date:	
Job Code Revised:	01/01/96	Effective Date:	

JOB CODE SERIES: Public Information and Industrial Services

JOB CODE TITLE: PUBLIC INFORMATION OFFICER IV

HRIS TITLE: PUB INFO OFFICER IV

CHARACTERISTICS OF THE CLASS: Under direction, is responsible for work of considerable difficulty in an extensive public relations, publications and public education program for a public agency of broad scope and complexity; supervises preparation of news releases, publications and educational material; and performs related work as required.

EXAMPLES OF DUTIES: Supervises and directs an extensive information and education program, including commitments to television, radio, and newspapers; edits material for daily and weekly press, periodicals and magazines, radio and television, and education and training releases; directs the writing, editing, layout and reproduction of booklets, pamphlets, brochures, notices, annual reports and other materials of general interest; researches, outlines and prepares speeches; may deliver speeches to interested groups, and appear on radio and television programs; furnishes information and photographs regarding the agency or institution to the news media and interested groups upon request; supervises the maintenance of picture and information files; takes photographs, movies and tape recordings of special activities of agency or institution; produces news, public service, and educational programs for radio and television; recruits and arranges public appearances for experts in the agencies' field of activity; arranges tours for visitors; supervises the work of others; tailors information output to style and wishes of agency officials who will present it; assists in convention or conference arrangements.

KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of: the principles and practices of journalism, public relations, advertising and mass communications as applied to public information; programming for television; the preparation and reproduction of written and photographic materials.

Skill/Ability to: deal effectively with the public and to speak in public; oral and written expression.