



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
PUBLICATIONS WRITER	31	B	7.817

Under general supervision, Publications Writers prepare, write and proofread brochures, articles, digital media, website content; advertisements and promotional or informational publications; coordinate and review design, graphics and printing functions; and plan and implement publicity and promotion of events.

Write material for publications by receiving assignments and adhering to established deadlines for continuing publications; develop theme or subject matter; research information; consult with staff; coordinate assignments and time frames; organize reference materials; create original copy; take photographs or arrange for photography; proof, revise, assemble and provide website editing review for all necessary materials in preparation for printing or website deployment.

Coordinate materials for publication, including website development, by providing specifications to graphics and/or printing; obtain and review cost estimates; make revisions necessary to comply with budgetary restraints; review design, content, layout and photography work; check copy for accuracy; proof design elements and oversee printing and distribution to ensure quality of final product and conformity with plans.

Plan and implement distribution of materials to targeted populations; identify markets and compile lists of individuals within those markets; devise strategies for promoting information; contact organizations, clubs, firms, governmental and administrative agencies and the news media by way of electronic dissemination of press materials, promotional items, press kits, photos, publications and website development and analytics; and distribute materials to promote programs and create awareness; utilize Internet sites to research media outlets and resources and track press coverage.

Write advertisements, press releases, public service announcements, website content and/or scripts for video production by gathering information from various sources and selecting graphic designers, people, props or technical approaches; verify facts and write appropriate and effective material.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university in communications, English, journalism, public relations or closely related field and one year of experience writing, editing, preparing and disseminating information for publication through print and/or digital media; **OR** graduation from high school or equivalent education and three years of experience as described above; **OR** an equivalent combination of education and experience as described above.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Detailed knowledge of: English grammar, syntax, spelling, punctuation, style and persuasive writing techniques.
Ability to: write and edit feature stories; write copy for publication in newspapers, newsletters, magazines, digital media and professional journals; develop and implement web content; translate complex or technical material into basic English suitable for a variety of audiences; adapt writing styles to suit a particular audience and/or publication; write professional, detailed and formal informational publications; proofread written materials and identify errors with a high degree of accuracy; communicate clearly and concisely; establish and

MINIMUM QUALIFICATIONS (cont'd)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application): (cont'd)

maintain cooperative working relationships with coworkers, faculty, public relations professionals at other agencies, clients and information sources; analyze information, problems, situations, practices and procedures to complete assignments accurately and on schedule; organize material, information and graphics to ensure clarity; coordinate deadlines by determining the time frame and sequence of events necessary to complete assigned projects in a timely manner.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: federal copyright laws and journalistic code of ethics; acceptable writing style guidelines such as Associated Press Stylebook and Chicago Manual of Style; graphic arts and writing copy to specific design parameters; publications and information guidelines established by employing department; page layout software and hardware used in the assigned office and electronic dissemination of press materials, promotional items, press kits, photos and publications. **Ability to:** prioritize tasks based on deadlines, office procedures and changes in assignments; follow instructions, work independently and follow through on assignments with minimal directions; visualize final product; produce tailored publications for target audiences; size and crop photos and calculate percentages for production; apply cost-effective techniques in producing publications; implement marketing/public relations programs and plans.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.817

ESTABLISHED: 9/27/84
REVISED: 7/1/89P
8/19/88PC
REVISED: 7/1/95P
9/16/94PC
REVISED: 5/12/06PC
REVISED: 6/21/19PC