



STATE OF NEVADA
DEPARTMENT OF ADMINISTRATION
Division of Human Resource Management
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MEMO PERD #16/13

April 25, 2013

TO: Personnel Commission Members
Department Directors
Division Administrators
Agency Personnel Liaisons
Agency Personnel Representatives
Employee Representatives

FROM: Lee-Ann Easton, Administrator *Lee-Ann Easton*
Division of Human Resource Management

SUBJECT: PROPOSED CLASSIFICATION CHANGES

Attached are proposed classification changes for your information pursuant to NRS 284.160, subsections 3 through 5. If you have any comments or objections, regarding these changes, please send your written notification to Peter Long at plong@admin.nv.gov no later than May 28, 2013.

If no written objections are received in this office by May 28, 2013, action will be taken to effect the changes and a report will be made to the Personnel Commission.

Attachments

NOTICE OF PROPOSED CLASSIFICATION CHANGES

Number: **11-13**
Posting Expires: **May 28, 2013**

Per NRS 284.160, the Administrator may make a change in classification without the prior approval of the Commission. The following change(s) are proposed:

CURRENT			PROPOSED		
CODE	TITLE	GRADE/EEO-4	CODE	TITLE	GRADE/EEO-4
7.804	Public Information Officer II	37 B	7.804	Public Information Officer II	37 B
7.806	Public Information Officer I	35 B	7.806	Public Information Officer I	35 B

EXPLANATION OF CHANGE

The Division of Human Resource Management recommends minor revisions to the Public Information Officer series. Based on feedback from the Class Specification Survey, the Public Information Officer series concept, and knowledge, skills and abilities have been updated to reflect references to modern communications equipment, social media networks, and web based platforms. The minimum qualifications were also modified to expand the applicant pool.

Agencies utilizing this class specification are in agreement with this recommendation

The formal recommendations and specifications are on file with the Division Administrator, Human Resource Management. To view a copy in Carson City, go to 209 East Musser Street, Room 101; in Las Vegas, go to 555 East Washington Avenue, Room 1400. For more information call (775) 684-0151.

Objections to the proposed change(s) must be received in writing by May 28, 2013. Objections should be addressed to Peter Long, Deputy Division Administrator, Compensation, Classification and Recruitment, Section of the Division of Human Resource Management, 209 East Musser Street, Room 101, Carson City, Nevada 89701-4204.

POSTING DATE: April 25, 2013



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>
PUBLIC INFORMATION OFFICER II	37	B	7.804
PUBLIC INFORMATION OFFICER I	35	B	7.806

SERIES CONCEPT

Using modern communications equipment and social media, Public Information Officers manage the public relations and public information program for an agency on a statewide basis; write media releases, newsletters and informational brochures; produce multi-media presentations and take photographs; ***design, organize and maintain web platforms.***

Write news releases, create informational brochures, coordinate and script public service announcements, and research and author articles for publication and/or to inform the public of activities or items of interest; organize, draft and edit material for printing or publication and distribution; evaluate advertising and promotional materials for compatibility with public relations efforts.

Establish and maintain effective working relationships with State and local government officials and media representatives; respond to queries and direct questions to appropriate staff; arrange press conferences and notify media representatives of newsworthy events.

Develop internal and community relations publicity campaigns designed to build agency morale, community support, and a positive agency image and identity; prepare agency newsletters or brochures; draft and edit articles; layout and design materials for printing; draft speeches for special audiences and attend meetings.

Collect articles, recordings of radio and television newscasts, and other informational releases pertaining to the agency; maintain informational files of background information; file information in order to monitor and maintain records of press coverage.

Determine the need for photos or receive photo requests; arrange for appointments or photo shoots; select site and equipment; determine aesthetics and lighting; select poses or angles; print quality photos and/or prepare for publication; write scripts; determine sequence for slide presentations; and create multimedia presentations.

Plan, organize, coordinate and publicize special events to provide information regarding agency services and activities.

Develop and maintain the public communications portion of the departmental crisis disaster response plan, serve as the agency spokesperson during crisis or emergency situations.

Perform related duties as assigned.

CLASS CONCEPTS

Public Information Officer II: Under limited supervision, incumbents develop and manage a complex public relations program and serve as spokesperson for the department, including fielding media and public inquiries of a

CLASS CONCEPTS (cont'd)

Public Information Officer II (cont'd)

sensitive or controversial nature, and authorizing appearances or public statements from staff members when highly technical information is required; advise management on the public relations impact of proposed actions, and design an agency-wide public relations program, image and strategy. Positions at this level manage a budget and may supervise staff.

Public Information Officer I: Under limited supervision, incumbents manage and implement a public relations and public information program; write media releases, newsletters and brochures, and create multimedia presentations as described in the series concept.

MINIMUM QUALIFICATIONS

PUBLIC INFORMATION OFFICER II

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university [~~with major coursework~~] in journalism, English, public *or community* relations, communications or closely related field and three years of professional experience in *administering or directing a* public [~~relations or public~~] information *program* including writing media releases and newsletters, preparing *and presenting* speeches and multimedia presentations, [~~one year of which involved management of a public relations and information program,~~] independent media contact, development of public relations strategies and journalistic writing; **OR** one year of experience as a Public Information Officer I in Nevada State service; **OR** an equivalent combination of education and experience.

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

Working knowledge of: promotional and marketing strategies; coordination and allocation of resources; strategic planning and leadership techniques; *web platform design and maintenance*. **General knowledge of:** principles and practices of supervision; budget planning and organizational management. **Ability to:** respond effectively to questions from the media, State and local officials and the public regarding controversial or high profile department programs and activities and represent the agency in a positive light; develop and implement internal policies and controls relating to the agency's public information program; design and lay out publications; make oral presentations to department employees/management and community groups; tailor long- and short-range marketing strategies for promotion of programs and services; write scripts for multimedia use or for public service announcements; organize material, information and resources in a systematic way to optimize efficiency; understand when to arrange subject matter experts to act as spokespersons when highly technical information is required; *and all knowledge, skills and abilities required at the lower level.*

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

Detailed knowledge of: agency mission, goals, and activities. **Working knowledge of:** principles and practices of personnel supervision; *emergency management practices and procedures including participation in State and federal joint information centers*. **Ability to:** supervise staff performing public information and support functions; formulate an effective overall public relations program tailored to the needs of the assigned agency.

PUBLIC INFORMATION OFFICER I

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university [~~with major coursework~~] in journalism, English, public *or community* relations, communications or closely related field and two years of professional experience in public relations or public information including writing media releases and newsletters, preparing speeches and multimedia presentations; **OR** an equivalent combination of education and experience.

MINIMUM QUALIFICATIONS (cont'd)

PUBLIC INFORMATION OFFICER I (cont'd)

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

Detailed knowledge of: desktop publishing software; journalistic writing *and reporting*. **Working knowledge of:** techniques for publicizing material through television, print, radio and other outlets; *purpose and use of modern communications equipment*; layout/design principles including cropping photos; photographic techniques and equipment; printing, graphics production processes, and copy writing; *web design*. **Ability to:** respond appropriately to inquiries; establish and maintain cooperative working relationships with key media representatives, story sources, and co-workers; write speeches and narration in a manner that facilitates reading aloud; edit and proofread for accuracy and readability, cutting material/stories where needed; work independently and follow through on assignments with minimal direction; present difficult subjects so they can be understood by lay people; conceptualize publication needs and plan for articles and photo shoots; take quality photos; research information through records and people; interview and create rapport with interview subjects; interact diplomatically with the public in a high volume, continuous contact setting.

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

(These are identical to the Entry-Level Knowledge, Skills and Abilities required for Public Information Officer II.)

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 series.

	<u>7.804</u>	<u>7.806</u>
ESTABLISHED:	7/1/95P 9/16/94PC	1/1/61
REVISED:		8/1/68
REVISED:		12/19/85-12
REVISED:		7/1/89P
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