



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 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

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CLASS CONCEPTS (cont'd)

Public Information Officer II: (cont'd)

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 in journalism, English, public or community relations, communications or closely related field and three years of professional experience in administering or directing a public information program including writing media releases and newsletters, preparing and presenting speeches and multimedia presentations, 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 as described above.

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 federal and State 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 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 as described above.

ENTRY KNOWLEDGE, SKILLS AND ABILITIES REQUIRED (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:**

MINIMUM QUALIFICATIONS (cont'd)

PUBLIC INFORMATION OFFICER I (cont'd)

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

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ESTABLISHED:	7/1/95P 9/16/94PC	1/1/61
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REVISED:		12/19/85-12
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