

## PUBLIC INFORMATION SPECIALIST II

### NATURE OF WORK

This is professional work in the independent preparation and distribution of information and related materials for the purpose of explaining County/City policies, procedures, programs, projects, activities, goals and objectives to citizens and involved parties.

Work involves preparing a wide variety of written informational materials which may include news releases, newsletters, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads; coordinating and producing audio, video and visual information; and, contacting and conferring with individuals from government agencies, community organizations, professional and citizen advisory groups. An employee in this class works independently within the framework of County/City policy and departmental guidelines. Supervision is received from an administrative supervisor with work reviewed and evaluated in the form of conferences, reports and results achieved.

### EXAMPLES OF WORK PERFORMED

Contacts and confers with individuals from government agencies, community organizations, professional and citizen advisory groups concerning the status of various County/City projects, policies, procedures, activities, events and programs.

Prepares and disseminates informational and related materials which may include news releases, newsletters, feature articles, public service announcements, pamphlets, flyers, posters, brochures and display ads.

Coordinates and produces audio, visual and video information.

May assist a higher level professional in answering questions or resolving complaints from the general public; prepares and maintains required work records and reports.

### DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

Knowledge of the preparation of written public information items such as news releases, newsletters and brochures.

Knowledge of the preparation of audio, visual and video information.

Some knowledge of City, County and State agencies and their functions.

Ability to coordinate, compile and prepare reports from a variety of information sources.

Ability to establish and maintain effective working relationships with individuals from a variety of government and community agencies, co-workers and the general public.

Ability to communicate effectively orally, visually and in writing.

Ability to make professional decisions within the framework of City/County governmental and departmental policies, procedures and practices.

Skill in the use of video and audio production equipment.

DESIRABLE TRAINING AND EXPERIENCE

Graduation from an accredited four year college or university with major course work in broadcasting, journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information work including some experience performing public relations work and/or producing public information materials.

MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with major course work in broadcasting, journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information work or any equivalent combination of training and experience which provides the desirable knowledges, abilities and skills.

Approved by: \_\_\_\_\_  
Administrative Assistant to the Mayor                      Personnel Director

Revised 9/97

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