

## PUBLIC INFORMATION SPECIALIST III

### NATURE OF WORK

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

Work involves supervising, coordinating and contributing to a wide variety of written informational materials, audio, video and visual information; contacting and conferring with individuals from government agencies, community organizations, professional and citizen advisory groups; and supervising, planning and evaluating subordinate para-professional, technical and/or clerical staff. An employee in this class uses independent judgment with work decisions made in accordance with established County/City and departmental policies and procedures. Supervision is exercised over subordinate staff, as assigned. Supervision is received from an administrative superior with work reviewed and evaluated in the form of conferences, reports and results achieved.

### EXAMPLES OF WORK PERFORMED

Supervises, evaluates and plans the work of para-professional, technical, and/or clerical employees as assigned, and in the absence of the Public Information Officer.

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; provides informational and procedural support as requested/needed.

Supervises, prepares and disseminates informational and related materials which may include written, audio, video and visual formats explaining policies, procedures, programs, projects, activities, goals and objectives.

Supervises, coordinates and produces audio, visual and video information.

May assist Public Information Officer in answering questions or resolving complaints from the general public; serves as liaison between on-location, out-of-state or local film production companies and County/City departments.

May assist with budget preparation and expense monitoring as related to public information activities; prepares and maintains required work records and reports.

May serve as Public Information Officer in his/her absence.

### DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

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

Considerable knowledge of the preparation of audio, visual and video information.

Knowledge of City, County and State organizations and their functions.

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

Ability to communicate effectively orally, visually and in writing.

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

Ability to plan, coordinate, supervise and evaluate the work of subordinate para-professional, technical, and/or clerical employees.

Ability to plan and implement work schedules/assignments to meet departmental goals and objectives.

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

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 supervisory experience and 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 including some supervisory experience and some experience performing public relations work and/or producing public information materials 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

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