



PUBLIC INFORMATION SPECIALIST

Department: Planning and Public Works
Job Class #: 924200
Pay Range: Professional 07

FLSA: Non-exempt
Represented: No

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in this class and are not intended to reflect all duties performed within the job.

GENERAL FUNCTION

This is professional and technical work in the promotion, marketing, presentation and public relations of a variety of programs, campaigns and projects. A person in this classification uses well-developed communications and public relations skills in designing, marketing, presenting or explaining a variety of public relations matters. Work requires considerable ability to work with others to design public relations materials and independence of effort in developing promotional or publicity campaigns. Work is reviewed through conferences, effect of campaigns, acceptance of presentations, and public opinion of operations promoted.

TYPICAL DUTIES/RESPONSIBILITIES

- Develops public relations and marketing themes, logos, campaigns, educational programs, mascots and other promotional materials designed to inform, educate or gain acceptance by the public. Meets with departmental representatives to understand projects and methods of advertisement. Designs publicity campaigns for presentation through the print and electronic media and other recognized resources.
- Establishes relationships with community leaders, civic groups, special interest groups both in favor for or against the project to present the project in the most favorable circumstance either in County offices, at public meetings, or in other off-site locations.
- Originates a variety of written material including, but not limited to, press releases, reports, tabloids, and advertising campaigns. Designs or assists in designing signs, advertising, publicity and other visual materials. May use computer aided desk-top publisher and other programs in accomplishing work.
- Edits, reviews and proofs annual reports and other material generated by others. Coordinates with internal or external printers on layout, type, color schemes and presentation for greatest impact on the reader.
- Performs other related tasks as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of modern program marketing and promotional practices and laws pertaining thereto.
- Knowledge of public relations approaches and methods to positively impact acceptance.
- Knowledge of interviewing and data gathering techniques.
- Skill and creative ability in operating personal computers and other mechanical aids used in developing written and graphical material.
- Skill in project layout, design and proofing.
- Skill in applying artistic ability and expression to a wide variety of projects.
- Ability to make effective oral presentations in a variety of public forum before groups of diverse composition. Ability to communicate effectively orally and in writing in a professional manner using appropriate grammar, speech, diction and expression.
- Ability to establish and maintain effective relationships with a wide range of community representatives and members of the print and electronic media.

RECRUITING REQUIREMENTS

Graduation from an accredited four-year university or college with course work in Marketing, Advertising, Public Relations, Commercial Art, Business Administration or other closely related field plus at least two years experience directly related to the duties of the position. Additional related experience may substitute for the educational requirement on a year-for-year basis.