

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The work involves preparing, editing, and disseminating informational materials concerning the work of an agency or program. Duties are performed independently under the general supervision of an agency administrator. An incumbent may represent the agency and act as a liaison with other public or voluntary agencies. Supervision of the work of others is not normally a responsibility of this class. A Public Information Specialist does related work as required.

TYPICAL WORK ACTIVITIES:

- Maintains contact with the press, legislative correspondents, community and professional associations, and the news department of radio and television stations, dissemination information regarding agency functions and activities;
- Prepares and/or edits news releases, radio and television spot announcements, feature articles, pamphlets, posters, and other informational materials;
- Works with agency personnel to develop material and to resolve details of manuscripts and illustrations;
- Edits and rewrites copy received from agency and outside sources;
- Arranges press conferences and public presentations of the agency;
- Advises superiors on the public relations aspects of agency programs;
- Represents agency by speaking before interested public groups;
- Oversees and approves layout and other production matters in the publication of materials;
- Oversees and approves publishing of agency material on appropriate website(s) and other social media platforms.
- Participates in development and operation of exhibits;
- Utilizes computer software and photography equipment in preparing informational material.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of English composition; ability to prepare clear, logical written narrative material; skill in communicating effectively both orally and in writing; skill in human and public relations; ability to type; ability to readily acquire a familiarity with an agency's programs, goals, objectives, and operations; initiative; resourcefulness; physical condition sufficient to perform the essential functions of the position.

MINIMUM QUALIFICATIONS: Successful completion of 36 semester credit hours of study in journalism, public relations, communications, or English subjects at a regionally accredited or New York State registered college or university.*

*NOTE: Newspaper, magazine, radio, television, research, public relations, communications, or related experience regularly involving narrative writing or editing responsibilities may be substituted for these educational requirements with one year of qualifying work experience equivalent to 9 hours of the required educational training.

CATTARAUGUS COUNTY CIVIL SERVICE