



CLASSIFICATION SPECIFICATION

CLASS NUMBER 30172

PUBLIC INFORMATION SPECIALIST

OHIO COUNTY DEPARTMENTS OF JOB AND FAMILY SERVICES

EFFECTIVE

MAY 5, 2002

Duties are arranged in order of importance. However, the specific duties and the frequencies listed may vary across counties depending on such factors as the number of other incumbents within this job classification, related classifications, and/or the size of the CDJFS. Therefore, a Public Information Specialist may not perform all of the duties listed. However, it is mandatory that the first duty (I) be performed a minimum of 20% of the time.



Summary of Essential Duties

The primary purpose of the Public Information Specialist position is to plan, develop and implement a public relations program and represent the agency or sub-division thereof in an informational and/or liaison capacity.

Duties

Frequency: 66% +/- 10%

- I. Plans, develops and implements public relations program & represents assigned agency or sub-division thereof (e.g., prepares and distributes news releases; provides preliminary contact with public in-person or through news media; responds to request for information from news media, public and/or special interest groups; creates and presents informational programs to promote available service delivery or ensure outreach activities; maintains and/or participates in speakers' bureau; plans, develops and presents special projects and displays).

Frequency: 13% +/- 5%

- II. Writes and/or edits and/or does layout of newsletters and/or other informational publications. Reviews and edits articles & other materials for publications submitted by authors.

Frequency: 11% +/- 10%

- III. Performs research and analysis of information through various means (e.g., conducts interviews; corresponds with subject matter experts; conducts literary research for development of information and accurate news releases and/or to keep management abreast of current trends, issues and progress).

Frequency: 10% +/- 10%

- IV. Performs clerical tasks involved in compiling, organizing and storing information (e.g., operates personal computer to generate and/or edit informational releases and/or create artwork; files hard copies by subject matter). Responds to inquiries and/or complaints in-person, in-writing, by electronic means and/or by telephone.



**KSA'S FOR THE
JOB CLASSIFICATION OF
PUBLIC INFORMATION SPECIALIST**

DUTY	KNOWLEDGE	SKILLS	ABILITIES
I	Communication; Journalism; Multi-media techniques; Human/Public relations.	Organization; Oral Communication; Written Communication; Operating audio-visual equipment*.	Use proper research methods in gathering data; prepare and deliver speeches before specialized audiences and general public; define problems, collect data, establish facts and draw valid conclusions; handle routine and sensitive contacts with news media, general public, government officials and customers.
II	Journalism.	Operate personal computer; Oral Communication; Written Communication.	Use proper research methods in gathering data; define problems collect data, establish facts and draw valid conclusions; write and/or edit publications; work alone on most projects.
III	Journalism; Interviewing.	Oral communications; Written communications.	Use proper research methods in gathering data; define problems, collect data, establish facts and draw valid conclusions; gather, collate and classify information about data people or things.
IV	English Composition & grammar; Human/public relations.	Oral communication; Written communications.	Define problems, collect data, establish facts and draw valid conclusions; gather, collate and classify information about data people or things; handles routine and sensitive contacts with news media, general public, special interest groups, government representatives and customers.



Minimum Qualifications

- Completion of undergraduate core program in journalism, marketing, communications, business administration, public administration, psychology, sociology, social work, or education.
- Or one course or six months experience in each of the following: public speaking, speech or oral communication; news writing and reporting; reporting public affairs; photojournalism; graphics of communication; law of press, radio and television; factual writing; editing; reporting television news; reporting radio news; and English composition and grammar or written communication.
- Or two years experience in writing informational articles and/or media releases, and responding to inquiries and/or complaints in-person, by telephone and/or in writing with a variety of persons (e.g., news media; customers; business or governmental officials/representatives) on behalf of employer or otherwise to promote the image of employing agency or to promote outreach activities.

Or education, training and/or experience in an amount equal to the Minimum Qualifications stated above.

Unusual Working Conditions/Hazards

The position may require travel which may include overnight stay. The position may require the incumbent to occasionally lift items weighing up to 25 pounds.