

**STATE OF OHIO (DAS)**CLASSIFICATION  
SPECIFICATION**CLASSIFICATION SERIES:**

Public Information

**SERIES NO.:**

6442A

**MAJOR AGENCIES:**

Auditor of State only

**EFFECT. DATE:**

09/22/1991

**SERIES PURPOSE:**

The purpose of the public information occupation is to plan & develop news releases &/or public advisory group programs & special programs to project favorable public image of assigned agency & to insure public awareness of agency activities.

Incumbents develop public information programs, prepare news releases, appear in public media interviews & respond to requests for information.

**CLASS TITLE:**

Public Information Specialist

**CLASS NUMBER:**

64420A

**EFFECTIVE DATE:**

09/22/1991

**CLASS CONCEPT:**

The full performance level class works under general supervision & requires considerable knowledge of journalism or communication & public relations in order to prepare & distribute news releases & develop public information programs.

**CLASS TITLE:**

Public Information Specialist

**CLASS NUMBER:**

64420A

**BARGAINING UNIT:**

EX

**EFFECTIVE DATE:**

09/22/1991

**JOB DUTIES IN ORDER OF IMPORTANCE:** (THESE DUTIES ARE ILLUSTRATIVE ONLY. INCUMBENTS MAY

**PERFORM SOME OR ALL OF THESE DUTIES OR OTHER JOB-RELATED DUTIES AS ASSIGNED.)**

Plans, develops & implements public information programs & represents assigned department or agency in informational or liaison capacity (e.g., develops, prepares, types, proofs & issues news releases to keep public informed of agency operations & to project favorable public image; develops & presents information & educational displays, programs, materials &/or speeches; provides preliminary contact with public in person & through news media; develops & presents special projects &/or displays; disseminates public information to media & writes, types, edits & does some layout work on news letters, articles &/or other informational publications; aids with any aspect of communications process, including writing speeches, press releases, preparing photographic displays & developing educational brochures).

Performs research & analysis of information for development of accurate news releases &/or to keep management abreast of current trends, problems & progress; responds to requests for information & keeps management informed of public information process; assists supervisor with administrative tasks (e.g., policy development, budget preparation, coordination of special projects).

Provides information about agency activities to agency personnel, other agencies & general public by responding to written inquiries, telephone calls & requests for speeches &/or presentations; sets up conferences & coordinates arrangements with media representatives.

**MAJOR WORKER CHARACTERISTICS:**

Knowledge of public relations; journalism (e.g., newswriting, reporting & editing); communication (e.g., multi-media techniques); budgeting\*. Skill in typing or word processing\*. Ability to define problems, collect data, establish facts & draw valid conclusions; prepare & deliver speeches before specialized audiences & general public; use proper research methods in gathering data; write &/or edit articles for publication; handle sensitive inquiries from & contacts with officials & general public.

(\*)Developed after employment.

**MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:**

Completion of undergraduate core program in journalism or communication; 1 course or 3 mos. exp. in public relations.

-Or 24 mos. exp. in field of journalism or communication dealing in public multi-media techniques & relations, public speaking, news writing, reporting & editing.

-Or equivalent of Minimum Class Qualifications for Employment noted above.

**TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:**

Not applicable.

**UNUSUAL WORKING CONDITIONS:**

Not applicable.