

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is professional public relations work involving responsibility for publicizing and distributing governmental or district news, events, programs, services and facilities information. Employees in this class maintain close contact and cooperate with policy making officials and local media representatives. Work is performed independently in accordance with established policies and practices. Supervision may be exercised over subordinate staff. Does related work as required.

TYPICAL WORK ACTIVITIES:

- Prepares news releases for radio, television, and newspaper regarding various events, services, programs, facilities and other items of interest;
- Prepares special reports and brochures for public dissemination;
- Meets with staff on activities and planned programs to prepare news releases and informational materials for staff, students, and public dissemination;
- Maintains regular contact with the media to enlist interest in publishing or broadcasting news stories or features;
- Maintains contact with policy making officials and media representatives;
- May assist in department budget preparation;
- Proofs materials to be printed or disseminated and maintains up-to-date mailing lists;
- Maintains an archive of images, video files, signed photo release forms, publications, advertisements, news releases, and media clippings and contacts;
- Prepares a variety of records and reports related to the work.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS: Good knowledge of the principals and practices of journalism and public relations; Good knowledge of media sources appropriate for dissemination of information; Good knowledge of English usage, spelling, punctuation, and grammar; Good knowledge of the organizational structure of the organization; good knowledge of publicity and promotion; ability to establish and maintain effective working relationships with others; ability to understand, interpret, and prepare written materials; ability to communicate clearly and effectively, both orally and in writing; good judgement; tact and courtesy.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and two (2) years of professional experience in journalism, writing, public administration, marketing, public relations, public policy, or a closely related field; OR
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree and four (4) years of professional experience in journalism, writing, public administration, marketing, public relations, public policy, or a closely related field; OR
- (C) High School Diploma or GED and six (6) years of experience in journalism, writing, public administration, marketing, public relations, public policy, or a closely related field.

SPECIAL NOTES: In the Central Valley Central School District the Public Information Specialist may also serve as the district contact under NYS Education Law 2-d for compliance and record keeping.

