

PUBLIC INFORMATION OFFICER

Department: Supervisor
Classification: Non-Competitive
Specification Number: 1050
Approved: 11/9/21
Revised: By JG

MINIMUM QUALIFICATIONS

(a) Graduation from a New York State or Regionally accredited college or university with a Bachelor's Degree in Journalism, Advertising, Communications or Liberal Arts and six (6) years of experience in newspaper, news broadcasting, magazine, marketing, managerial sales or public relations work which regularly involved writing or editing responsibilities; or,

(b) Graduation from a standard senior high school and ten (10) years of experience in newspaper, news broadcasting, magazine, or public relations work which regularly involved writing or editing responsibilities.

DISTINGUISHING FEATURES OF THE CLASS

Under general direction, an employee in this class is responsible for planning and conducting a public information program to keep residents informed of the programs and services available to them. The employee utilizes considerable initiative in the selection and planning of effective publicity programs to be presented through diverse media. Supervision may be exercised over a small clerical staff. Assignments are received from the Town Supervisor and work is reviewed through conferences and written reports as to quality and adequacy of the publicity produced. Does related work as required by the Town Supervisor.

TYPICAL WORK ACTIVITIES

Prepares and distributes to varied media news items, speeches, articles, pamphlets and other publicity materials;

Develops press releases and submits them to newspapers;

Speaks at community groups and gatherings;

Develops audiovisual publicity devices, which provide information to the public;

Assesses public reaction to the town's policies, services and activities.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS

Thorough knowledge of the principles and techniques of advertising and publicity; some knowledge of the programs and services offered by the town; ability to communicate clearly and effectively both orally and in writing; ability to plan, organize, and direct promotional campaigns; originality in developing the most effective approaches to the unique problems of a public service organization; persuasiveness in attaining the cooperation of representatives of the media; ability to analyze facts and to exercise sound judgment in arriving at conclusions; physical condition commensurate with the demands of the position.