

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

PUBLIC INFORMATION COORDINATOR

POSITION CODE: 36750

Effective: 4-1-70

DISTINGUISHING FEATURES OF WORK:

Under administrative direction, plans, directs and coordinates the activities of a staff engaged in a specific phase of the centralized statewide public information program; supervises informational representatives and technicians within either the Publications and Promotions Section, Press Section, or Audio-Visual Section.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Assigns, supervises and reviews the activities of informational representatives within the Promotions and Publications Section; arranges for and carries out regular and special promotional programs dealing with such functions as the State Fair, tourist attractions and various state-sponsored contests and activities; directs the design and preparation of travel brochures, maps and promotional booklets, and the creation and distribution of vacation matrixes to metropolitan newspapers through the country.
2. Assigns, supervises and reviews the activities of informational representatives within the Press Section; directs and controls the reporting, processing and dissemination of news articles to various media pertaining to the activities and functions of all state agencies, and speeches, proclamations and news releases of state officials and the chief executive.
3. Assigns, supervises and reviews the activities of the informational representatives, photographers and technicians within the Audio-Visual Section; arranges for coverage and produces television programs; directs the taking, processing, developing and printing of still, silent and sound movie and television films; operates film library and regulates distribution of sound/color moving pictures to various schools, colleges, civil clubs and community organizations throughout the country.
4. Functions in a liaison capacity between executive and administrative officials of various departments, boards and commissions of state governments; coordinates and integrates the development and dissemination of news releases and informational material relative to related operations and joint programs of state agencies.

## PUBLIC INFORMATION COORDINATOR (Continued)

5. Establishes and maintains effective working relationships with local and municipal government officials, newspaper editors and publishers, radio and television program directors and announcers, advertising executives and travel agencies personnel.
6. Develops new and more effective methods and techniques for the utilization of news media, and the dissemination of state operations to the general public; assists public information executive in the formulation and executive of policies and procedures relative to the statewide public information program.
7. Performs other duties as required or assigned which are reasonably within the scope of the duties enumerated above.

### DESIRABLE REQUIREMENTS:

#### Education and Experience

Requires knowledge, skill and mental development equivalent to completion of four years college, with courses in journalism and public speaking.

Requires two years professional experience in informational writing, research or dissemination.

#### Knowledges, Skills and Abilities

Requires thorough knowledge of methods and techniques of disseminating information to the public and of the facilities and media applicable.

Requires thorough knowledge of programs, policies, services and operations of various state agencies.

Requires ability to supervise and coordinate the activities of a professional, technical and clerical staff, and to edit and revise prepared informational material.

Requires ability to plan, develop and direct a specific phase of a centralized statewide public information program.

Requires ability to compose, prepare and edit comprehensive informational and educational bulletins, pamphlets, maps and brochures.

Requires ability to develop new and more effective methods and techniques for the utilization of news media.

Requires ability to explain and interpret and assist in developing policies, services, rules and regulations and to stimulate public interest in state agency operations.

Requires ability to plan, schedule and organize informational and educational audio-visual presentations.

Requires ability to handle controversial and confidential matters in a tactful and diplomatic manner.

Requires poise, pleasing manner, appearance and speech conducive to public contact work and ability to create and maintain satisfactory working relationships with the general public.