

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES
CLASS SPECIFICATION

PUBLIC INFORMATION OFFICER II

POSITION CODE: 37002
Effective: 8-1-70

DISTINGUISHING FEATURES OF WORK:

Under direction, performs a variety of professional public information functions, researches, compiles, organizes and drafts informational materials; secures information from technical and professional sources; prepares news releases, special reports, pamphlets and brochures; consults with agency officials and technical and professional staff in securing and clarifying information for publication; interprets agency programs to community organizations or interested groups.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Gathers data, assembles information, composes newspaper and magazine releases, interpreting agency programs; drafts script material for television and radio presentations.
2. Prepares short talks and speeches for agency officials; composes and edits material for agency publications.
3. Consults with agency officials and technical and professional staff to secure and clarify information for publication; participates in unit staff meetings relating to the development and presentation of education and information material.
4. Maintains file or library of source material; clips pertinent news articles and files them for future reference, performs necessary reference work and prepares bibliographies, biographical sketches and manuscripts.
5. Maintains contacts with local and civic organizations and other interested groups for the interpretation and promotion of agency programs and services.
6. Plans, composes and prepares educational and information bulletins, brochures and travel promotion booklets to promote state facilities.

PUBLIC INFORMATION OFFICER II (Continued)

7. May assist in the training and orientation of incoming informational officers, providing functional supervision or assistance on assigned projects.
8. 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 of college with courses in journalism, English, public speaking or related field.

Requires six months professional experience in a public education and information program in a public or private agency.

Knowledges, Skills and Abilities

Requires working knowledge of methods and techniques of disseminating information to the public.

Requires working knowledge of the facilities and media available for dissemination.

Requires working knowledge of agency operations, programs and services.

Requires ability to compose and prepare comprehensive news releases, feature stories, bulletins and pamphlets.

Requires ability to interpret and explain policies, rules and regulations and to stimulate public interest.

Requires ability to compile journalistic data and skill in the application of professional journalistic and informational techniques in presenting data.

Requires ability to speak coherently and effectively before public groups.