

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES
CLASS SPECIFICATION

PUBLIC INFORMATION OFFICER III

POSITION CODE: 37003
Effective: 8-1-70

DISTINGUISHING FEATURES OF WORK:

Under general direction, plans, develops and administers an educational and public information program of limited complexity and scope, or administers a significant phase of a comprehensive centralized agency public information program; reviews and evaluates departmental programs to determine techniques for presentation and interpretation to the public; supervises a small technical and clerical staff.

ILLUSTRATIVE EXAMPLES OF WORK:

within the scope of the duties enumerated above.

1. Directs the gathering of data assembling of information, composition of news articles, and the development of informational projects for a state agency; plans and composes a comprehensive informational and educational material.
2. Directs internal control and release of news articles, feature stories and radio and television presentations; establishes and maintains liaison with members of the press, radio and television.
3. Develops and establishes new and more effective media and better methods of presentation of agency programs and services to the general public.
4. Composes, arranges for, and delivers speeches and informal talks and lectures to various civic and community groups, and members of the general public interested in agency operations and services.
5. Designs and supervises the construction of all exhibits and displays pertaining to the history of the State, state parks, and functions of state government.
6. Reviews and analyzes proposed or newly initiated agency programs, rules, regulations or staff activities and services; advises and assists agency head in proper timing and effective presentation of informational material.

PUBLIC INFORMATION OFFICER III (Continued)

7. Supervises a staff of clerical personnel engaged in the routine aspects of the work; may supervise Public Information Officers I and II in gathering data, assembling information and developing projects.
8. Performs other duties as required or assigned which are reasonably

DESIRABLE REQUIREMENTS:

Education and Experience

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

Requires two years of professional experience in a public education and information program in a public or private agency.

Knowledges, Skills and Abilities

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

Requires extensive knowledge of agency programs, policies, services and operations.

Requires ability to develop and direct a public information program; composes, prepares, and edits highly comprehensive informational material and to meet deadlines in its dissemination.

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

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

Requires ability to supervise technical and clerical staff.

Requires ability to analyze, edit and revise informational material prepared by others.

Requires skill in the use of methods and media of disseminating information.