

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

PUBLIC INFORMATION OFFICER IV

POSITION CODE: 37004  
Effective: 8-1-70

DISTINGUISHING FEATURES OF WORK:

Under administrative direction, plans, develops and administers a comprehensive statewide public education and information program in a state agency, coordinating all phases of the information program; or administers a major statewide phase of a comprehensive centralized public information program of large scope and volume (in a large state agency); reviews and evaluates departmental programs to determine various techniques and media to be utilized for effective presentation; maintains liaison with departmental officials, representatives of all media and community officials; directs a technical and clerical staff in the implementation of the public education and information program.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Plans, develops, administers and coordinates an extensive departmental program of public information and education covering all phases of an agency's operation.
2. Participates in the development and implementation of agency objectives as they specifically relate to public information and public relations policies and procedures.
3. Studies and evaluates existing departmental programs in light of sound public relation policies; advises, develops and implements new or revised public information and public relations procedures and presentations.
4. Established and maintains liaison with departmental officials, other state agency officials, community and civic organizations and representatives of various media in matters related to public relations.
5. Prepares, presents and interprets various phases of the agency program to community organizations in order to effectively communicate the agency's programs and promote their utilization by the community.

## PUBLIC INFORMATION OFFICER IV (Continued)

6. Directs and coordinates internally the release of news articles, feature stories and radio and television presentations, the interpreting and promoting agency programs.
7. Supervises a professional and clerical staff in the development and implementation of effective public relations programs.
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 or public speaking.

Requires one year of supervisory experience in a public education and information program in a public or private agency.

#### 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 agency programs, policies, services and operations.

Requires ability to develop and direct a public information program; compose, prepare and edit 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.