

PUBLIC INFORMATION SERIES

<u>Code No.</u>	<u>Class Title</u>	<u>Occ. Area</u>	<u>Work Area</u>	<u>Prob. Period</u>	<u>Effective Date</u>	<u>Last Action</u>
1254	Public Information Specialist	02	215	6 mo.	08/01/16	Rev.
1122	Public Information Coordinator	03	215	6 mo.	08/01/16	Rev.

Promotional Line: 276

Series Narrative

Employees in this series perform duties involved in the dissemination of information about or affecting university activities, programs, or events to news media, social media, the public, or university community.

DESCRIPTIONS OF LEVELS OF WORK

Level I: Public Information Specialist 1254

Employees at this level gather information and write articles for the dissemination of information about or affecting university activities, programs, or events to news media, including social media and web content; the public, or university community. They work under general supervision from a designated supervisor.

A Public Information Specialist typically—

1. researches and gathers information (including confidential information) about university activities, programs, or events (such as student enrollment, academic programs, faculty or staff appointments, research programs, tuition, budget, university policy or procedures) or outside events affecting the university (such as new legislation or governmental regulations) and maintains (and protects) a database of such information.
2. writes and edits multimedia content (e.g., University public relations and marketing publications, advertisements, news articles, press releases, webpages, etc.), ensuring compliance with accepted internal and external practices, etiquette, language and style; disseminates, releases or recommends information/items appropriate for release to various media outlets (e.g., newspaper, radio, television, web-based news sites, social media outlets; to include blogs, tweets, posts, and channels).
3. serves as liaison between campus news sources and outside media and partners with public relations groups in responding to inquiries from the news media and the public concerning university activities, programs, or events or arranging press conferences, meetings, or special interviews.
4. supervises or serves as a lead worker to assigned personnel in the gathering, writing, or distribution of information and/or performance of clerical support duties.

5. assists in creating multimedia content for university events that reach a variety of audiences both inside and outside the university; including prepared remarks, survey materials or features for distribution to websites, news media outlets, or inclusion in various intra-university publications.
6. records, edits and produces multimedia content for various outlets.
7. assists in developing and implementing marketing strategies i.e. internal and external branding and other marketing activities.
9. manages and monitors the university's online presence; measures and tracks university social media campaigns and advertisements.
10. represents the university through public presentations, informal speaking engagements, etc.
11. researches, compiles, and/or disseminates information with regards to Freedom of Information Act requests.
12. performs other related duties as assigned.

Level II: Public Information Coordinator**1122**

Employees at this level plan, coordinate, and direct the activities of (a) a division (such as radio and television, news bureau, social media, or campus affairs) of a large centralized, multi-unit public information operation or (b) all activities of a smaller, independent public information operation, including, in either instance, serves as a lead worker or supervises public information specialists, subordinates, and clerical support staff. They work under administrative supervision/direction of a designated supervisor.

A Public Information Coordinator typically

1. plans and coordinates activities related to public information projects and programs, counsels university staff officials, disseminates various types of information, and researches media markets to determine proper audience.
2. determines method of dissemination regarding information provided to local, regional, state, and national media and multimedia sources; prepares, leads, and manages social media activities.
3. plans, develops, and implements marketing strategies to increase web presence; provides leadership and project support in the planning, design, development, and management of strategic internal and external communication projects, initiatives, and events.
4. develops, coordinates, and implements press conferences, photo sessions, and/or other press and media events, to include executive and corporate communications materials; scans and prepares photos for print, on-air and/or web use; managing photo and video communication projects.
5. oversees social and traditional communications, including emergency and crisis management response.

6. manages web communication, including content and design consultation; coordinates and supervises internal and external branding; and serves as liaison with university and media, graphic contacts and/or external stakeholders to disseminate information such as licensing, cooperative research and user agreements.
7. coordinates the work of subordinate writers (such as training, assigning projects, determining priorities, establishing deadlines, problem resolution, etc.).
8. establishes and maintains media and public information contacts and serves as spokesperson for the university in assigned areas; keeps supervisor informed of activities or events on campus or in community that might affect the university or be of interest to the university community or the general public.
9. prepares and manages the communications budget.
10. researches, compiles, and/or disseminates information with regards to Freedom of Information Act requests.
11. performs duties at the lower level of this series.
12. performs other related duties as assigned.

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:

Level I: Public Information Specialist

1254

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any combination totaling **four (4) years (48 months)** from the following categories:
 - A. work experience in public relations, newspaper reporting, writing and editing (journalism), radio/television broadcasting with emphasis on production, social media communication, or web/digital media

Based on institutional requirements and accreditation for each position:

- B. college course work in journalism, communications, radio/television broadcasting, web/digital media, liberal arts, social media communication or a closely related field, as measured by the following conversion table or its proportional equivalent:
 - 60 semester hours/Associate's degree equals two (2) years (24 months)
 - 90 semester hours equals three (3) years (36 months)
 - 120 semester hours/ Bachelor's degree equals four (4) years (48 months)
 - Master's degree equals four (4) years (48 months)

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of media production, communication, and dissemination techniques and methods.
2. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
3. Knowledge of Associated Press (AP) Style.
4. Knowledge of principles and methods for showing, promoting, and selling products and services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
5. Knowledge of best practices for social media.
6. Knowledge of public relations techniques and tactics.
7. Knowledge of computer hardware and software, including applications and programming and for setting up functions, entering data or processing information.
8. Knowledge of principles and processes for providing customer and personal services.
9. Knowledge of professional applications of research and writing skills.
10. Skill in communicating effectively in writing as appropriate for the needs of the audience.
11. Skill in public speaking and delivering presentations to individuals and groups.
12. Ability to establish and maintain cooperative relationship with the public, media, faculty, administration, department heads, staff, and persons interviewed.
13. Ability to interpret, condense, and edit information for various media formats.
14. Ability to establish and maintain interpersonal relationship with people outside the organization and within the organization such as supervisors, peers, and subordinates.
15. Ability to organize, plan, and prioritize work.
16. Ability to establish long-range objectives and specify the strategies and actions to achieve them.

Level II Public Information Coordinator**1122**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any combination totaling **six (6) years (72 months)** from the following categories:

- (A) Progressively more responsible work experience performing duties comparable to those listed/performed at the Public Information Specialist level of this series or in positions of comparable responsibility in public relations, newspaper reporting, writing and editing (journalism), radio/television broadcasting with emphasis on production, social media communication, or web/digital media.

Based on institutional requirements and accreditation for each position:

- (B) college course work in journalism, communications, radio/television broadcasting, web/digital media, liberal arts, social media communication or a closely related field, as measured by the following conversion table or its proportional equivalent:

- 60 semester hours/Associate's degree equals two (2) years (24 months)
- 90 semester hours equals three (3) years (36 months)
- 120 semester hours/Bachelor's degree equals four (4) years (48 months)
- Master's degree equals five (5) years (60 months)

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of media production, communication, and dissemination techniques and methods.
2. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
3. Knowledge of professional applications of research and writing skills.
4. Knowledge of Associated Press (AP) Style.
5. Knowledge of principles and methods for showing, promoting, and selling products and services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
6. Knowledge of best practices for social media.
7. Knowledge of public relations techniques and tactics.
8. Knowledge of computer hardware and software, including applications and programming and for setting up functions, entering data or processing information.
9. Knowledge of principles and processes for providing customer and personal services.
10. Knowledge of technical areas in the public information field.
11. Skill in communicating effectively in writing as appropriate for the needs of the audience.
12. Skill in public speaking and delivering presentations to individuals and groups.

13. Ability to interpret, condense, and edit information for various media formats.
14. Ability to establish and maintain interpersonal relationship with people outside the organization and within the organization such as supervisors, peers, and subordinates.
15. Ability to organize, plan, and prioritize work.
16. Ability to establish long-range objectives and specify the strategies and actions to achieve them.
17. Ability to direct or supervise others.
18. Ability to interpret, condense, and edit information for various media formats.
19. Ability to plan and coordinate public information projects and programs.
20. Ability to direct subordinate writing staff.
21. Ability to establish and maintain cooperative relationships with the public, the media, faculty, and internal staff.