

SECRETARY OF STATE CLASSIFICATION SPECIFICATION	<u>CLASSIFICATION SERIES</u> Public Relations Officer	<u>SERIES NUMBER</u> 6446S
	<u>MAJOR AGENCIES</u> Secretary of State only	<u>EFFECTIVE</u> 04/02/2006

SERIES PURPOSE

The purpose of the public relations officer occupation is to provide accurate information regarding programs of agency.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>PAY RANGE</u>	<u>EFFECTIVE</u>
Public Relations Officer	64461S	13	04/02/2006

CLASS CONCEPT

The full performance level class works under general supervision & requires considerable knowledge of journalism or communication & public relations in order to plan & implement public relations program for agency & supervise assigned staff.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Public Relations Officer	64461S	41	04/02/2006	13

JOB DUTIES IN ORDER OF IMPORTANCE (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Plans & implements public relations program for agency (e.g., represents agency in liaison capacity with all media; writes news releases, speeches & related medial materials; oversees production of statewide television & radio show; coordinates programs at State & County fairs) & supervises assigned staff.

Oversee production of news clip services' monitors activities of interns on assigned projects; serves as liaison with other state agencies.

Prepares yearly budget for communications program; maintains office inventory records.

MAJOR WORKER CHARACTERISTICS

Knowledge of public relations; journalism (e.g., newswriting, reporting & editing); communication (e.g., multi-media techniques); budgeting*; supervisory principles/techniques*, skill in typing or word processing. Ability to deal with many variables & determine specific action; prepare & deliver speeches to specialized audiences & general public; use proper research methods in gathering data; write &/or edit articles for publication; handle sensitive inquiries from & contacts with officials & general public.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT

Completion of undergraduate core program in journalism or communication; 1 course or 3 mos. exp. in public relation.

-Or 24 mos. exp. in field of journalism or communication dealing in public multi-media techniques & relations, public speaking, news writing, reporting & editing.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT

Not applicable.

UNUSUAL WORKING CONDITIONS

Not applicable.