

## **OCCUPATIONAL GROUP: Information and Publicity**

### **CLASS FAMILY: Public Information**

#### **CLASS FAMILY DESCRIPTION:**

**This family of positions includes those individuals who are responsible for the coordination and administration of a public awareness program for an agency or department, while other positions develop, advertise, promote and service products. These positions increase awareness of agency responsibilities by providing information and participation opportunities that communicate that information to the public. Areas of assignments may include; Advertising, Public Relations, Marketing, Education, Radio, or Television.**

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#### **CLASS TITLE: Public Information Associate**

#### **DISTINGUISHING CHARACTERISTICS:**

These positions, at the entry level, write, edit and produce a variety of educational and informational material; other positions educate the public in their area of assignment; or provide support in programs by promoting or educating the public. They may plan and participate in public hearings and press opportunities, and may be required to communicate with print and audio/visual press frequently. These positions perform work of limited complexity. These positions typically would not have budgetary responsibilities. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Writes news releases, speeches and related materials on agency events; responds to inquiries from news media, legislature, gaming industry and the public.
- Provides educational speaking in program area; research, develop, and implement educational program; evaluate objective and/or goals of the program.
- Creates security seeds for instant games; initiates game end prize structure; initiates and schedules ticket destruction.
- Learn to analyze instant games sales, inventories and schedules to determine order quantities, games to be ordered and games to be removed.
- Creates instant games from concept and player research to completed working papers and delivery schedule; coordinates and monitors vendor contracts related to instant ticket printing, online games system, cooperative services and new product advertising.
- Communicates with retailers and marketing sales representatives on field supply needs, conflict resolution and to plan and coordinate retailer visits.
- Answers correspondence and/or phone calls pertaining to public informational, professional, and educational matters.
- Learn to interpret marketing strategy, objectives and client goals into visual design using a variety of graphic and art media to create professional and effective results.

- Writes articles, brochures, newsletters, department publications, consumer and other informational materials; prepares or assists with preparation of graphics compositions and layouts.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of technical procedures used in writing, editing, printing, educating, and marketing.
- Knowledge of division or department programs and policies, or of specialized field associated with an agency's or institution's education and/or promotional programs.
- Knowledge of online marketing trends (such as podcasting, blogging or social networking).
- Knowledge of the methods and techniques of journalism as it applies to publicity materials.
- Knowledge of English grammar use, research techniques, and composition.
- Knowledge of technical procedures used in writing, editing, printing, and marketing.
- Ability to present information and materials objectively.
- Ability to communicate effectively, both orally and in writing.
- Ability to organize and present a variety of informational and promotional materials in a clear, concise and appealing format.
- Ability to gather information by research, observation and/or interview.
- Ability to gather information by research, observation or interview.
- Ability to comprehend and utilize marketing and sales data to develop new games and marketing and promotion strategies for lottery products.
- Ability to express ideas clearly and concisely, orally and in writing, and to make effective presentations to large groups.

### **MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 0 - 3 years of full-time or equivalent part-time paid experience in the field of information dissemination.

**Education & Experience Substitution:** Additional qualifying experience as described above may substitute on a year-for-year basis for the required education.

**Certificates, Licenses, Registrations:** N/A

### **CLASS TITLE: Public Information Specialist**

#### **DISTINGUISHING CHARACTERISTICS:**

These positions work under general supervision, at the full-performance level, writing, editing presenting, and producing a variety of educational and informational material, while other positions educate the public in their area of assignment or plan, organize and lead promotional activities for products. They plan and participate in public hearings and press opportunities, and may be required to communicate with print and audio/visual press frequently. These positions develop ideas from inception to finished form. These positions may have budgetary responsibilities and may serve as a lead worker. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Writes or directs the writing of news releases, speeches and related materials on agency events; responds to inquiries from news media, legislature, gaming industry and the public.
- Provides educational speaking in program area; research, develop, and implement educational program; evaluate objective and/or goals of the program.
- Creates security seeds for instant games; initiates game end prize structure; initiates and schedules ticket destruction.
- Attends or hosts informational outreach conferences, conventions, public hearing and press engagements.
- Analyzes instant games sales, inventories and schedules to determine order quantities, games to be ordered and games to be removed.
- Creates instant games from concept and player research to completed working papers and delivery schedule; coordinates and monitors vendor contracts related to instant ticket printing, online games system, cooperative services and new product advertising.
- Communicates with retailers and marketing sales representatives on field supply needs, conflict resolution and to plan and coordinate retailer visits.
- Answers correspondence and/or phone calls pertaining to public informational, professional, and educational matters.
- Interprets marketing strategy, objectives and client goals into visual design using a variety of graphic and art media to create professional and effective results.
- Writes articles, brochures, newsletters, department publications, consumer and other informational materials; prepares or assists with preparation of graphics compositions and layouts.
- May act as lead worker to other Public Information Specialists.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of technical procedures used in writing, editing, printing, educating and marketing.
- Knowledge of division or department programs and policies, or of specialized field associated with an agency's or institution's education and/or promotional programs.
- Knowledge of online marketing trends (such as podcasting, blogging or social networking).
- Knowledge of the methods and techniques of journalism as it applies to publicity materials.
- Knowledge of English grammar use, research techniques, and composition.
- Knowledge of technical procedures used in writing, editing, printing, and marketing.
- Ability to present information and materials objectively.
- Ability to communicate effectively, both orally and in writing.
- Ability to organize and present a variety of informational and promotional materials in a clear, concise and appealing format.
- Ability to gather information by research, observation and/or interview.

- Ability to gather information by research, observation or interview.
- Ability to comprehend and utilize marketing and sales data to develop new games and marketing and promotion strategies for lottery products.
- Ability to express ideas clearly and concisely, orally and in writing, and to make effective presentations to large groups.
- Ability to lead and/or instruct other professional and/or clerical staff.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 1 - 3 years of full-time or equivalent part-time paid experience in the field of information dissemination.

**Education & Experience Substitution:** Additional qualifying experience as described above may substitute on a year-for-year basis for the required education.

**Certificates, Licenses, Registrations:** N/A

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**CLASS TITLE: Public Information Specialist Senior**

**DISTINGUISHING CHARACTERISTICS:**

These positions oversee the activity of a public information unit within a division. They perform full performance level work, under limited supervision, directing and participating in the production of a variety of educational, information, and promotional materials that inform agencies, employees and citizens about issues, programs and education. These positions may attend public meetings and mediate between the agency and public. They supervise professional and clerical staff and may have budgetary responsibilities. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Oversees the work of staff, supervises staff, assigns and reviews work; conducts performance evaluations.
- Attends meetings, public hearings, proceedings, and conferences to collect and distribute information on a range of environmental issues.
- Provides advice and assistance to citizens seeking resolution of environmental problems.
- Assists citizens with obtaining information, interpreting information, and directing citizens to sources of technical information.
- Writes and edits brochures, newsletters, departmental publications, consumer and other informational materials; prepares graphics compositions and layout.
- Composes layouts for Web and online campaigns.
- Prepares complex news releases on departmental policies, procedures, and programs.
- Advises department administrators on public relations methods and established procedures.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of methods and techniques of journalism as it applies to publicity materials.
- Knowledge of English grammar use, research techniques, and composition.
- Knowledge of supervisory principles and practices.
- Knowledge of agency programs, policies, and procedures.
- Knowledge of available publicity outlets and sources.
- Knowledge of all aspects of publicity operations ranging from lay-out design to actual publication.
- Knowledge of online marketing trends (such as podcasting, blogging or social networking).
- Ability to write complex and creative publicity material.
- Ability to advise administrators and executives on publicity activities.
- Ability to plan and direct public relations programs.
- Ability to supervise and evaluate the work of professional and clerical subordinates.
- Ability to establish and maintain effective working relationships with other employees, agency officials, the news media and the general public.
- Ability to skillfully communicate (both written and verbal) in a public forum.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 3 - 4 years of full-time or equivalent part-time paid experience in the field of information dissemination.

**Education & Experience Substitution:** Additional qualifying experience as described above may substitute on a year-for-year basis for the required education.

**Certificates, Licenses, Registrations:** N/A

**CLASS TITLE: Public Information Manager**

**DISTINGUISHING CHARACTERISTICS:**

These positions oversee all internal and external communications and activities for a Division. They are the point of contact for the media and the public to provide information via news releases, reports, and presentations. These positions supervise professional, technical and clerical staff and have budgetary responsibilities. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Assigns and oversees work of professional and/or clerical staff.
- Directs the day-to day operations of the Public Information Office for a Department.
- Advises the Cabinet Secretary on media relations; serve as the agency spokesperson on issues and policy decisions in stories being reported by state, national and sometimes international media outlets.

- Oversees the production of various publications produced by the Public Information Office staff including the agency's monthly newsletters, annual report, Department brochures and other publications.
- Writes speeches and reports; prepare presentations on behalf of the Cabinet Secretary.
- Responds to letters and phone calls from constituents and members of the legislature regarding the agency's handling of issues of concern to them.
- Proofs and edits documents, reports, booklets and other printed materials for the Department.
- May be responsible to ensure all FOIA requests are provided responses in a timely manner.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of Associated Press style of writing for news releases and other reports.
- Knowledge of strategic public relations and crisis communication.
- Skill in public speaking and media interviews.
- Skills to handle agency customer in a warm, friendly and helpful manner.
- Skill in strong written and verbal communication.
- Ability to communicate highly technical, scientific and legal information in a way that is easy to understand.
- Ability to manage multiple deadlines and responsibilities.
- Ability to supervise and evaluate the work of professional and clerical subordinates.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 6 - 8 years of full-time or equivalent part-time paid experience in the field of information dissemination.

**Education & Experience Substitution:** Additional qualifying experience as described above may substitute on a year-for-year basis for the required education.

**Certificates, Licenses, Registrations:** N/A

**CLASS TITLE: Public Information Director**

**DISTINGUISHING CHARACTERISTICS:**

These positions oversee and coordinate the marketing and communication activities of multiple agencies within a department. They are responsible for the direction of a multi-disciplinary team of writers, designers, marketers and developers to produce quality communication and marketing materials. These positions supervise professional, technical, and clerical staff and set and control budgets. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Assigns and oversees work of professional and/or clerical staff.

- Directs the day-to day operations of a communication and marketing office for multiple Divisions within a Department; emphasize cross-promotion of multiple agency content.
- Assists the Cabinet Secretary on media relations; may serve as the agency spokesperson on issues and policy decisions in stories being reported by state, national and sometimes international media outlets.
- Oversees the production of various publications produced; reviews active projects in development; provide art direction, quality control and feedback prior to client review.
- Directs and executes web content; online surveys, e-newsletters, and research into social media, blogs, using RSS feeds; implements digital marketing strategy and individual campaign elements.
- Operates the communications and marketing office as a self-sufficient, profit center; reviews client billing; manages unit budget.
- Establishes project success metrics and measurement; create and distribute monthly web traffic/key work reports; educate clients on meaning of traffic numbers
- Writes speeches and reports; prepare presentations on behalf of the Cabinet Secretary.
- Proofs and edits documents, reports, booklets and other printed materials for the Department.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of Associated Press style of writing for news releases and other reports.
- Knowledge of all aspects of publicity operations ranging from lay-out design to actual publication.
- Knowledge of online marketing trends (such as podcasting, blogging or social networking).
- Skill of public speaking and media interviews.
- Skills to handle agency customer in a warm, friendly and helpful manner.
- Skill of strong written and verbal communication.
- Ability to communicate highly technical, scientific and legal information in a way that is easy to understand.
- Ability to manage multiple deadlines and responsibilities.
- Ability to supervise and evaluate the work of professional and clerical subordinates.
- Ability to assimilate and process complex written and verbal information.
- Ability to measure, analyze and report on project outcomes or status.
- Ability to write persuasively to promote the state, agency programs or events.
- Ability to respond to media and public inquiries.
- Ability to perform analysis of digital traffic and trends.
- Ability to perform client billing analysis and monitor unit expenditures.

#### **MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 8 - 10 years of full-time or equivalent part-time paid experience in the field of information dissemination.

**Education & Experience Substitution:** A Master's Degree in a related field may substitute for two years of the required experience.

**Certificates, Licenses, Registrations:** N/A

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