

DIRECTOR OF PUBLIC AFFAIRS

DESCRIPTION OF WORK

This is supervisory and administrative work in directing a large diversified public relations and information program for a State agency or institution.

Employees plan, design, and coordinate all public relations and public information activities involving highly complex and technical medial techniques. Employees also supervise a group of lower level media specialists and clerical workers in implementing the desired programs. Work involves participating in the formulation of all agency programs, advising agency personnel on best methods for promoting activities, and serving as spokesmen for the agency or institution head to the public media. Work is performed independently under the general supervision of the agency head or higher level administrative official and is evaluated for overall program effectiveness.

EXAMPLES OF DUTIES PERFORMED

Plans and directs long-range public relations and public information programs designed to promote and explain agency goals and objectives.

Consults with and advises agency heads and administrators as to the public relations implications of agency policies, practices, and actions; reviews proposed changes in policies and practices for probable effect on public or employee opinion.

Directs lower level personnel in complex and varied methods used in the preparation and distribution of news releases, house organs, photographs, films, exhibits, brochures, and reports which are used by the public and the various communications media.

Supervises drafting and editing of speeches and manuscripts for agency personnel; personally drafts agency or institutional head speeches; serves as spokesman for agency head before mass media and various interested groups.

Develops and maintains day-to-day contact with newspapers, news services, radio and television stations, and other media for dissemination of materials.

Serves, along with top agency officials, as a liaison between the agency and the General Assembly.

Performs related work as required.

RECRUITMENT STANDARDSKnowledges, Skills, and Abilities

Thorough knowledge of the principles and methods of planning and conducting a large-scale public relations program.

Thorough knowledge of all technical processes involved in printing, film production, and other media techniques.

Thorough knowledge of journalistic principles and techniques for disseminating information to the public through a variety of media.

Ability to supervise a staff of subordinates in the preparation of written communications, film processing, layout techniques, and medial contacts.

Ability to exercise mature judgment in appraising and analyzing situations and making sound decisions.

Ability to establish and maintain working relationships with the general public and representatives of the communications media.

Ability to write according to correct English usage and accepted standards for magazines and press publications.

Minimum Education and Experience

Graduation from a four-year college or university preferably with a major in journalism or English and six years experience in communications, public relations, or publicity work; or an equivalent combination of training and experience.

Special Note: This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA. Examples of work are primarily essential functions of the majority of positions in this class, but may not be applicable to all positions.