

**OFFICE OF THE SECRETARY OF STATE  
DEPARTMENT OF PERSONNEL**

**PUBLIC INFORMATION REPRESENTATIVE II**

**Position Code: K7352**

**DISTINGUISHING FEATURES OF THE CLASS**

Under direction, performs a variety of difficult professional public information work in a specialized area in support of programs administered by the Office of the Secretary of State; designs special promotional and informational materials; serves as primary public contact and disseminates information for a major program area.

**ILLUSTRATIVE DUTIES AND RESPONSIBILITIES**

1. Consults with program administrators and technical and professional staff to obtain and clarify information for release or publication involving a complex agency program.
2. Gathers data, assembles information, composes news releases and prepares comprehensive reports pertaining to the area of assignment.
3. Prepares copy for publication; performs research for articles or narratives contained in major or complex publications; performs layout, proofreading and editing of copy.
4. Contacts a variety of sources to obtain information including State officials, legislators, private organizations, municipal and county officials, etc.; develops working relationships with these and/or other interested parties or groups relative to the area of specialization.
5. Disseminates information for a major organization; receives complaints or questions pertinent to public service given by the Office of the Secretary of State; enhances public relations with the general public or others seeking services; interprets program policies to promote good public relations.
6. Maintains files on a wide variety of informational materials; performs difficult reference work.
7. Performs other duties as required or assigned.

**REQUIREMENTS:**

**Education and Experience**

Requires knowledge, skill and mental development equivalent to completion of four years of college with courses in journalism, English, public speaking or a related field and two years of

## **PUBLIC INFORMATION REPRESENTATIVE II (Continued)**

experience in the news media, as an editor, or in a public information and education program.

### **Knowledge, Skills and Abilities**

Requires thorough knowledge of methods and techniques of disseminating information to the public.

Requires thorough knowledge of the facilities and media available for dissemination.

Requires working knowledge of the organization and programs of the Office of the Secretary of State.

Requires working knowledge of printing techniques used in commercial printing.

Requires ability to compose comprehensive and difficult news releases, features, stories, major publications, bulletins and pamphlets.

Requires ability to interpret and explain policies, rules regulations and complex programs to stimulate public interest.

Requires ability to compile journalistic data and apply professional journalistic and informational techniques in presenting information.

Requires ability to speak effectively before public groups.

Requires ability to prepare copy for printing.

Requires ability to tactfully deal with the public and private and governmental organizations and to promote public relations.

Approved by the Secretary of State Merit Commission - November 15, 1977

Effective - November 16, 1977

### **EXAMINATION INFORMATION**

Tests and Weights: Education and Experience, 100%

Length of Eligibility: 1 year