NASSAU COUNTY	**Title : INFORMATION SPECIALIST II**
SCHOOL DISTRICTS	**Code: 060055 ECP**
CLASS SPECIFICATION	**Page : 1 of 1**
	Competitive

GENERAL STATEMENT OF DUTIES
Supervises and participates in producing and disseminating public relations information material involving all media to stimulate public interest in the services of a particular department or agency; performs related duties as required.

COMPLEXITY OF DUTIES
Under supervision, the duties involve the use of judgment in the application of Department or agency policies and procedures to the dissemination of information through the use of mass media. The incumbent may supervise subordinate personnel.

TYPICAL DUTIES
1. Supervises and participates in the preparation and writing of news releases, booklets, and brochures on the Department's activities.
2. Supervises the collecting, assembling, and compiling of information on all activities and services of the Department.
3. Delivers talks to clubs, civic groups, and various organizations on the services and activities of the Department.
4. Assists in formulating and developing policy for the Department's public relations program.
5. Answers correspondence.

FULL PERFORMANCE KNOWLEDGES, SKILLS, AND ABILITIES
1. Thorough knowledge of all media employed in public relations.
2. Skill in preparing, writing, and editing various forms of informational material.
3. Ability to express ideas clearly and concisely, both orally and in writing.
4. Ability to supervise subordinates.

MINIMUM QUALIFICATIONS
Training and Experience
Bachelor's degree from a regionally accredited or New York State registered college or university and
Three years of satisfactory experience in the preparation of public relations information material, including one year in a supervisory capacity.

NOTE: Experience, as outlined above, in excess of the three-year requirement may be substituted for college education on a year-for-year basis up to a maximum of four years.