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NASSAU COUNTY
SCHOOL DISTRICTS
CLASS SPECIFICATION

Title : PUBLIC INFORMATION AIDE
Code: 060070 EDK
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Competitive

GENERAL STATEMENT OF DUTIES

Performs elementary assignments in the general public information program of a school district or educational agency; performs related duties as required.

COMPLEXITY OF DUTIES

Under direct supervision, employees in this class assist in the writing and preparation of public information and public relations material.

TYPICAL DUTIES

1. Drafts and performs the preliminary work on articles for publication, news releases, speeches or radio scripts and similar material.
2. Engages in research to secure information required for public information and public relations projects.
3. Types and mimeographs various promotional materials.
4. Supplies information to local residents about specific activities and programs of the district or agency.
5. Performs general clerical work.

FULL PERFORMANCE KNOWLEDGES, SKILLS, AND ABILITIES

1. Knowledge of the methods and techniques used in general publicity activities.
2. Knowledge of the aims and functions of the employing district or agency.
3. Ability to assist in preparing publicity releases.
4. Ability to use grammatically correct English.
5. Ability to operate simple office machines.

MINIMUM QUALIFICATIONS

Training and Experience

1. Graduation from high school including or supplemented by courses in journalism;
or
2. Graduation from high school
and
One year of experience in public relations, journalism, or advertising work.

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