

[Go Back](#)

**NASSAU COUNTY**

**Title : PUBLIC INFORMATION  
OFFICER**

**SCHOOL DISTRICTS**

**Code: 060100 EFA**

**CLASS SPECIFICATION**

**Page : 1 of 2**

**Competitive**

**GENERAL STATEMENT OF DUTIES**

Develops, organizes, and directs a comprehensive public information program; performs related duties as required.

**COMPLEXITY OF DUTIES**

Under administrative direction, the duties involve the exercise of independent judgment in the formulation and administration of departmental policy. The incumbent may provide supervision by directing and coordinating the activities of subordinate personnel.

**TYPICAL DUTIES**

- \* 1. Plans and coordinates public information and public relations policy and programs.
- \* 2. Prepares and disseminates information on matters of local interest to the public.
- \* 3. Writes, assigns, and edits feature articles, editorials, speeches, film, radio and television programs, and other publicity material.
- \* 4. Confers with the various department heads and other policy making officials concerning their publicity requirements.
- \* 5. Speaks before various civic groups, and attends a variety of meetings and conferences.
- 6. Supervises subordinate professional and clerical staff, as required.

**\*TYPICAL ESSENTIAL FUNCTIONS**

**FULL PERFORMANCE KNOWLEDGES, SKILLS, AND ABILITIES**

1. Extensive knowledge of the principles and practices of planning and conducting an extensive public information and relations program.
2. Thorough knowledge of all media and techniques used in public relations.
3. Considerable knowledge of the principles and practices of governmental organization and administration.
4. Ability to write and edit various forms of informational and educational material.
5. Ability to supervise and evaluate the work of subordinate personnel.
6. Ability to establish and maintain effective working relationships with associates and the public.
7. Ability to express oneself effectively, both orally and in writing.

**MINIMUM QUALIFICATIONS**

**Training and Experience**

Bachelor's degree from a regionally accredited or New York State registered college or university  
and

Ten years of progressively responsible experience in public relations, journalism, or advertising work, including four years supervising in these fields.

**NOTE:** Experience, as outlined above, in excess of the ten-year requirement may be substituted for college education on a year-for-year basis.

[Go Back](#)