

The Maryland-National Capital Park and Planning Commission

TITLE: Public Information Specialist
SERIES: Public Affairs

GRADE: G **CODE:** 2820
DATE: 1/13/88
REV: 12/20/89

Class Definition

Under general supervision, performs a wide variety of public information and community relations work involving moderate responsibility, complexity and variety. Performs other related duties as assigned.

Examples of Important Duties

1. Initiates, composes and edits a variety of written materials for distribution to radio, television, newspaper and public groups, such as public service announcements, weekly news releases, and featured articles or stories.
2. Assists in planning and coordinating major public functions such as public forums, dedications and ground-breakings.
3. Answers a variety of telephone inquiries from the general public, press and high level officials. Performs necessary research in assisting caller in public affairs issues.
4. Assists in handling administrative, filing and report preparation duties of the public affairs program.
5. Writes and edits copy for brochures and coordinates large publications such as calendar of events and guides to park activities. Reviews and coordinates staff input, advises staff on proper format and content of publications, layout, printing and distribution.
6. Maintains information on Commission programs and events to provide the public, staff, and media with factual and timely information.
7. Supervises and directs clerical staff. Plans, schedules and assigns daily work. Evaluates work and counsels staff.
8. May assist in the planning of meetings and work sessions with civic groups and community representatives affected by Commission plans, and follow-up to provide citizen groups with responses to questions and general information regarding their interest and concerns.
9. Maintains records of divisional expenditures and manages petty cash fund.

The Maryland-National Capital Park and Planning Commission

TITLE: Public Information Specialist
SERIES: Public Affairs

GRADE: G **CODE:** 2820
DATE: 1/13/88
REV: 12/20/89

Important Worker Characteristics

- A. Knowledge of (1) Commission activities;* (2) Commission organization;* (3) Commission policies and procedures;* (4) journalism; (5) public relations; (6) supervision.*
- B. Skill in operation of (1) complex audio-visual equipment; (2) microcomputer and appropriate software.*
- C. Ability to (1) deal directly with public and staff; (2) speak and write clearly, informatively, and interestingly; (3) organize work efficiently; (4) provide courteous service.

* Developed primarily after employment at this job class.

Minimum Qualifications

- 1. Associate of Arts degree in Journalism, English, Public Relations or related area and three years of progressively responsible public/community relations and press relations experience, which included at least one year of editing/publications experience; or
- 2. An equivalent combination of education and experience.

Working Conditions

Works in high pressure office. Works occasional evenings, weekends and holidays. Considerable pressure to meet deadlines.