



**PUBLIC INFORMATION SPECIALIST**

**SCOPE OF WORK:**

Work involves compiling and disseminating facts and informational material about agency activities and programs to employees, agencies, media, and the public.

**DUTIES PERFORMED AT ALL LEVELS:**

- Prepare and provide information alerting the public to any items of concern.
- Research, prepare, edit and distribute information in multi-format media providing agency information and responding to questions.
- Represent agency at special events.
- Maintain files or library of source material.
- Write and/or present script material for multi-media presentations.
- May require photography, radio and television duties.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned any individual employee are at the discretion of the appointing authority.

**PUBLIC INFORMATION SPECIALIST I**

0821

GRADE J

**LEVEL DEFINITION:**

Work at this level is routine in scope and complexity and generally performed under supervision of a higher level staff member.

**ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:**

- None.

**MINIMUM QUALIFICATIONS:**

Requires a bachelor's degree in journalism, English, communications, public relations, or marketing; OR a bachelor's degree in another field related to the position's program responsibility area and two years of professional work experience related to the position's duties.

**PUBLIC INFORMATION SPECIALIST II**

0822

GRADE K

**LEVEL DEFINITION:**

CLASS CODES: 0821  
0822  
0823  
0824

ND Class Description  
Public Information Specialist

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Work at this level is characteristic of a fully functioning level and involve planning, developing, and administering a marketing, communications, educational and/or public information program of limited complexity and scope. Work is performed under general supervision.

**ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:**

- Prepare presentations or speeches for agency officials; edit agency publications.
- Coordinate and consult with staff to secure and clarify information for publication.
- Establish and maintain relationships with local and civic organizations, news media, and other interested groups for the promotion of agency programs and services.
- Plan, develop, and coordinate conferences and seminars.
- May track legislation and prepare testimony.

**MINIMUM QUALIFICATIONS:**

Requires a bachelor's degree in journalism, English, communications, public relations, or marketing and one year of related professional work experience; OR a bachelor's degree in another field related to the position's program responsibility area and three years of professional work experience related to the position's duties.

**PUBLIC INFORMATION SPECIALIST III**

0823

GRADE L

**LEVEL DEFINITION:**

Work at this level involves planning, developing, and administering a marketing, communications, and/or public information program.

**ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:**

- Coordinate the gathering and assembling of information, composition of news articles, and the development of informational projects; plan and compose comprehensive informational material.
- Coordinate internal control and release of news articles, feature stories, and radio and television presentations; serve as a liaison with news media.
- Research and prepare information for legislative reports and testimony.
- Develop and establish methods of presentation of agency programs and services.
- Schedule, compose, and deliver speeches and informational talks and lectures to interested civic and community groups and members of the general public about agency operations and services.
- Review and analyze proposed or new agency programs, rules, regulations, or staff activities and services.
- Provide advise on proper timing and effective presentation of material.
- May assist with budget development.

- May supervise or provide guidance to other staff.

**MINIMUM QUALIFICATIONS:**

Requires a bachelor's degree in journalism, English, communications, public relations, or marketing and two years of related professional work experience; OR a bachelor's degree in another field related to the position's program responsibility area and four years of professional work experience related to the position's duties.

**PUBLIC INFORMATION SPECIALIST IV**

0824

Grade M

**LEVEL DEFINITION:**

Work at this level includes overall management of marketing, communications, educational and/or public information programs within an agency.

**ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:**

- Direct and coordinate the release of news articles, feature stories, and media presentations that promote agency programs.
- Plan, develop, coordinate, and administer an extensive program of public information and education covering all phases of an agency's operation.
- Supervise and coordinate staff activities, plan and assign work duties, and develop and implement work standards.
- Participate in the development and implementation of agency objectives as related to public information and public relations policies and procedures.
- Review and evaluate programs for effectiveness in cost and presentation methods; advise, develop and implement new methods of presentation.
- May prepare grant applications, develop and administer contracts, and/or participate in budget planning.
- Manage the production and distribution of printed materials.
- Edit magazines, manuscripts, articles, various materials or books.

**MINIMUM QUALIFICATIONS:**

Requires a bachelor's degree in journalism, English, communications, public relations, or marketing and three years of related professional work experience; OR a bachelor's degree in another field related to the position's program responsibility area and five years of professional work experience related to the position's duties. Work experience must have included management of staff and/or programs.

Eff. Date: 10/74

Rev: 1/91 – Rewritten, factored, new format

Reviewed: 9/96 – Rewritten in current format

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Rev: 5/07 – Revised minimum qualifications, factoring, scope, duties and level definition statements.

Rev: 7/12 – Conversion to Hay System