

# NEW CASTLE COUNTY GOVERNMENT

Number 0070

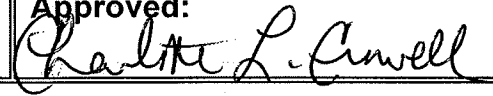
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Date 05/23/08

## CLASS SPECIFICATION

Title: PUBLIC INFORMATION SPECIALIST

Approved:



GENERAL STATEMENT OF DUTIES: Develops and manages a public information program, including press, public outreach, marketing and public affairs for a department within New Castle County Government; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class develops and manages a media and public relations program for a County department to promote a positive image of the department and the County as a whole. Responsibilities include, but are not limited to, managing all phases of a media and public relations campaign, developing and maintaining positive media relationships; promoting, and soliciting publicity for programs, events, services, and facilities; acting as a liaison and coordinating with the County Executive's Office and County-wide public information staff; communication of new and existing programs, services, events, and policies; and internal communication through newsletters and reports. This employee acts to integrate departmental policies, relations, employee attitudes, and department issues. This employee assists in planning special events and programs. This is a confidential position dealing with sensitive and confidential media and public relations matters. This employee will be required to work extended hours such as early mornings, nights, and weekends. This employee may supervise support staff, and the work is performed under the general supervision of a designated manager.

### EXAMPLES OF WORK: (Illustrative Only)

- Develops and implements an on-going public relations and public information programs for a department;
- Advises the department general manager and senior staff, and manages media and public relations activities for the department;
- Solicits press releases and news coverage from radio, television, newspaper, online and other media and generates media coverage of department events, activities, services, and programs;
- Publicizes and promotes new and existing programs, events, services, activities, facilities, and policies;
- Prepares news releases, speeches, brochures, flyers articles, web site content, electronic correspondence and scripts for internal and external use;
- Works with and assists County-wide public information staff to coordinate and integrate public relations activities and to promote New Castle County events, programs, and services;
- Coordinates media and public relations efforts for the department with the County Executive's office and communication staff;
- Researches and compiles factual information and statistics to provide to the media, department staff and the public;

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## CLASS SPECIFICATION

Title: PUBLIC INFORMATION SPECIALIST

Approved:



- Assists in planning special events and programs and provides expertise on media and public relations;
- Attends meetings, events, and community affairs to make presentations and provide information;
- Writes and submits applications and publications for awards;
- Performs graphic design, print production and photographic support functions for publications, advertisements, and other media and public relations efforts;
- Promotes an ongoing attitude of dedication to excellent public service and ensures that external and internal customers are provided with the highest quality of service;
- Operates a personal computer, and other related equipment in the course of the work.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:** Good knowledge of the principles and practices of journalism, media and public relations, writing and communications; good knowledge of promotional and marketing techniques; ability to establish, maintain, and integrate effective working relationships with reporters, editors and other media and marketing representatives, other County departments and agencies, and the general public; ability to manage public service campaigns; ability to provide counsel to the department general manager on sensitive issues; ability to communicate courteously and effectively, both verbally (on and off the record) and in writing; ability to develop a variety of informational materials; ability to think and work strategically; ability to act as a spokesperson on behalf of New Castle County within internal/external audiences; ability to utilize current computer software and publishing programs with proficiency; ability to conduct research and analysis and to make valid recommendations; ability to make sound decisions in accordance with laws, ordinances, policies, and procedures; ability to plan, supervise, and evaluate the work of support staff; ability to promote an ongoing attitude of dedication to excellent customer service.

**MINIMUM QUALIFICATIONS:** At least five (5) years experience in conducting media and public relations, promotions, writing, print production, and/or graphic design and possession of a Bachelor's Degree from an accredited college or university with major course work in public relations, journalism, communications, or related field; or an equivalent combination of education, experience and training directly related to the required knowledge, skills, and abilities.

**ADDITIONAL REQUIREMENTS:** Ability to pass a Class III County physical examination and background check.

**HISTORY OF REVISIONS:**

Established: 12/04/01  
Revised: 05/23/08