

DESCRIPTION: Under direct supervision, this class performs technical work directing and participating in editorial and/or promotional activities such as developing, researching, writing and editing copy, scripts and/or manuscripts relative to agency publications. Performs related work as assigned.

DISTINGUISHING CHARACTERISTICS: (A position may be assigned to this class based on the scope and level of work performed as outlined below.)

This is the first of four levels in the Public Information series (Technician, Officer I, II and III). This level performs technician work in editorial and/or composition activities (such as agency newsletters, brochures, charts, power point presentations, etc.) following specific guidelines and direction. All work is reviewed by a supervisor or higher level staff. This class has little or no direct contact with media representatives. At the Public Information Officer (PIO) I level the emphasis is on production of materials to publicize agency efforts and programs following defined objectives and deadlines. Persons in this class are closely supervised and have limited responsibility. Contact with media representatives requires prior approval and is only for the purpose of disseminating approved agency/program factual information and documents/reports. Work is reviewed for conformance to technical standards and overall objectives. The PIO II level is a journey level position fully responsible for establishing criteria and coordination of materials, processes and media contacts for many projects. At this level, persons have regular and on-going contact with media representatives and speak for the agency on authorized subjects within professional standards and following specific agency directives. Persons at this level may also serve as the agency "webmaster" responsible an agency's entire website (internal and interactive external). Finally, the PIO III level is fully independent, has direct media contact without prior authorization and provides expert consultation/support to higher level administrators on complex, rapidly changing and potentially critical issues regarding communication/public relations strategies. In addition, this position is generally a supervisory position responsible for multiple public information staff (both professional and support).

This series differs from the Marketing Manager class in the primary purpose. The PIO series is responsible for the dissemination/disbursement of information regarding programs/services for Nebraska citizens while the Marketing Manager is responsible for marketing products/services on statewide, national and worldwide levels. The Marketing Manager also supervises public information staff (both professional and support).

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Originates, develops, researches and writes news, feature and magazine stories; may assist in formulating and writing manuscripts.

Plans and aids in planning special promotional programs or new educational and informational programs.

Prepares copy for pamphlets, brochures, scripts or slides programs.

Verifies facts, dates and statistics in copy; edits copy for spelling, punctuation and grammatical errors according to accepted rules of style.

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Participates in special projects such as preparing publicity copy, attending conferences and workshops or tending exhibits; may sell advertising as needed.

Assists and advises other agency personnel with publications on request; may supervise a clerical staff and assist in training of subordinates in the performance of editorial activities.

Assists in liaison activities as needed; participates in public relations activities with various media, agency personnel and the general public.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: the various phases of journalism; grammar, usage and style; standard public relations and publicity fundamentals; photography; graphic arts and related software applications.

Ability to: communicate effectively; prepare and present public information programs; type and operate camera; create informational and promotional programs; work with others.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need assistance in the selection process should request this in advance.)

Experience in planning, writing, editing and producing informational materials/documents for publication, presentation or dissemination.

SPECIAL NOTE:

State agencies are responsible to evaluate each of their positions to determine the individual overtime eligibility status as required by the Fair Labor Standards Act (FLSA).