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## Public Information

**A33011 - A33013**

### DESCRIPTION OF OCCUPATIONAL WORK

This class series includes professional positions responsible to provide public relations, communication, and/or marketing/advertising services for agencies to promote, inform, or educate the public, other state agencies, and internal teammates regarding department activities, services, and/or products. Positions apply and adapt marketing and communication principles, concepts, and practices for agency public relations or promotional campaigns on a local, regional, national, or international level.

Specific activities range from the technical production of informational or promotional items, the coordination of marketing/informational projects, to developing communication or marketing campaigns, advising management on public relations implications, and speaking on behalf of agencies to the media.

Factors considered for placement within this series include scope of agency communication activities, delegated authority to speak on behalf of the agency, technical supervision received, supervision given, and scope of communication/marketing activities assigned to a position.

## Marketing & Communications Specialist I

**A33011**

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

Positions at this level are typically located within an agency that has a centralized marketing and communication team where a higher-level position determines assignments and overall marketing/communication strategies. Some positions may be the sole communications/public relations position in an agency that has a single/focused mission where public contact requires little or no on-going coordination of public information events or activities.

Positions at this level are primarily focused on the technical production of promotional or informational materials following defined objectives and deadlines or are responsible for one functional area or objective of the marketing/communication operations. Positions have limited responsibilities for overall communication/marketing projects, and the review and approval of finished technical work is expected. Contact with media representatives requires prior approval and is only for the purpose of disseminating approved agency/program information or to explain noncontroversial agency policies and programs.

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.)

Researches and determines the scope, nature, and target audience of agency public information functions and activities, to facilitate the development and implementation of an appropriate approach for disseminating public information.

Writes, designs, composes, edits, researches, compiles, and/or selects copy and layout for informational/administrative publications, audio-visual material, media releases, displays, exhibits, and/or speeches, to organize data so that it will reach and be understood by the target audience.

May oversee and/or create original designs and layouts and prepare artwork including color separation for all types of publications, displays, charts, graphs, maps, and forms; select media for use in graphic presentation and perform highly skilled graphic functions including the preparation of camera-ready materials for offset lithography and lettering.

Prepares specifications for printed material involving technical descriptions and instructions regarding construction, printing, and delivery of such material. Prepares preliminary artwork for departments and other agencies to determine final concept used in the preparation of printed materials.

May design and supervise the building and maintenance of agency exhibits and displays.

Explains public information functions/activities to agency staff to maximize comprehension of these functions and ensure coordination with other program activities.

Confers with news media representatives to discuss agency public information needs, develop, and maintain contacts, and facilitate the dissemination of agency and program information through the mass media.

Presents and/or schedules presentations of public information to news media representatives, governmental/program officials, or interested citizen groups to release information, educate people, and elicit feedback on the agency mission and program and to stimulate support, participation, and action involving agency goals and activities.

Advises agency management on public relations to discuss potential and actual reaction to and impact of agency information releases and suggest alternative approaches for disseminating information.

Reviews legislation, rules, and policy and program statements to determine the impact on the agency public information function and assess comprehension by the target audiences.

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

Knowledge of: the principles and practices of journalism; the principles and practices of public relations; the techniques of layout design; the principles and practices of electronic and social media communication; the principles and practices of visual reproduction such as photography, graphic, or printing; graphic design software; the techniques of online layout; website design and maintenance; the English language including spelling, punctuation, sentence structure, word usage, and grammar; agency operations, rules, policies, and objectives; agency program legislation and goals; the techniques, formats, and styles of public information dissemination; statewide and local media sources and operations including appropriate contact persons, associated costs, and publication/broadcast deadlines; reference sources including agency reference material and external information sources; graphic functions included in the preparation of camera-ready copy; various art processes, technical preparation and photography.

Skill in: the use of graphic design software; creating original artwork.

Ability to: communicate effectively in individual or group settings with news media representatives, governmental or program officials, agency staff, and the public, at levels understandable to each audience; skillfully operate audio and/or visual equipment; operate electronic hardware and software appropriate for online information development and delivery, including audio and visual formats; write/edit copy to fit assigned space in a layout; collect, organize, and present data in report and bulletin form; evaluate the public information potential of written, illustrative, and related material for a specific project assignment; develop the public information dissemination approach most likely to reach the target audience; assess the impact and effectiveness of specific public information materials or activities in meeting the interests of the public or media and the needs of the agency; apply agency policies and procedures pertinent to the public information function; assign and review the work of others.

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

Vocational/Technical diploma or Associates Degree in journalism, communications, marketing, public relations, graphic arts, digital media, videography, or related field and at least one year of experience in conducting public relations, information, or graphic art activities. Required experience may substitute for education on a year for year basis.

## **Marketing & Communications Specialist II**

**A33012**

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

Positions at this level are typically located within an agency that has a centralized marketing and communication team where a higher-level position determines assignments and overall marketing/communication strategies. Some positions may be the sole communications/public relations position in an agency that has more than one essential program/mission. Positions at this level are fully responsible for establishing criteria and the coordination of materials, processes, and media contacts for several projects for a multi-program agency. Coordination also includes ensuring for consistency across agency programs. At this level, teammates have regular and on-going contact with media and speak for the agency on authorized subjects within professional standards and following specific agency directives.

Teammates independently determine their work priorities to meet goals and may coordinate the work of others as a project leader. Informational guidelines are broad, so initiative and resourcefulness are needed to adapt traditional methods in order to complete projects. Supervision received is in the form of feedback on overall results and success of coordination work.

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.)

Plans and coordinates public and internal information functions and/or activities within the agency to meet project deadlines, facilitate co-action with other program activities, keep the agency staff informed, and ensure that agency public information priorities and goals are achieved.

Researches and determines the scope, nature, and target audience of agency public information functions and activities, to facilitate the development and implementation of an appropriate approach for disseminating public information.

Writes, designs, composes, edits, researches, compiles, and/or selects copy and layout for informational/administrative publications, audio-visual material, media releases, displays, exhibits, and/or speeches, to organize data so that it will reach and be understood by the target audience.

Arranges publication space or broadcast time and preparation of informational material to schedule and coordinate the development and dissemination of agency and program information to the public.

Presents and/or schedules presentations of public information to news media representatives, governmental/program officials, or interested citizen groups to release information, educate people, and elicit feedback on the agency mission and programs and to stimulate participation and support for agency goals and activities.

May design layout and paste-up work to provide camera-ready art for the agency, which includes various publications such as brochures, forms, letterheads, envelopes, newsletters, business cards, and booklets; coordinate with the photo-lab and stripping sections the various materials needed for finished art such as veloxes, halftones, transparencies, reverse negs, and flop negs.

Assigns and reviews the public-information-related work of technical production and office support staff members to arrange for story subjects, facilitate completion of project assignments, and ensure accuracy and completeness of writing, typing, photography, printing, and/or typesetting.

Develops and recommends policies and procedures to agency management to increase the impact and effectiveness of agency public information functions and activities; consults with agency representatives regarding designs and special art needs to create finished art from their general ideas.

Advises agency management on public relations to discuss potential and actual reaction to and impact of agency information releases and suggest alternative approaches for disseminating information.

Reviews legislation, rules, and policy and program statements to determine the impact on agency public information functions and assess comprehension by target audiences.

Confers with news media representatives to discuss agency public information needs, develop, and maintain contacts, and facilitate the dissemination of agency and program information through the mass media.

Coordinates promotional materials for newspapers, radio, television, outdoor advertising, and business and industry to develop appropriate preparation and dissemination procedures and ensure that they are followed.

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

Knowledge of: the principles and practices of journalism; the principles and practices of public relations; the techniques of layout design; the principles and practices of electronic and social media communication; the principles and practices of visual reproduction such as photography, graphics, or printing; graphic design software; the techniques of online layout; website design and maintenance the English language including spelling, punctuation, sentence structure, word usage and grammar; the techniques, formats, and styles of public information dissemination; agency operations, rules, policies, and objectives; agency program legislation and goals; statewide and local media sources and operations including appropriate contact persons, possible costs, and publication/broadcast deadlines; reference sources including agency reference material and external information sources; the inter-relationships of agency public information functions/activities and state/local program activities; various art processes; magazine layout and camera-ready art; art tools and equipment.

Ability to: communicate effectively in individual or group settings with news media representatives, governmental or program officials, agency staff, and the public, at levels understandable to each audience; apply the principles and practices of public relations/journalism to operation of a public information function; skillfully operate audio and/or visual equipment; operate electronic hardware and software appropriate for online information development and delivery, including audio and visual formats; write/edit copy to fit assigned space in a layout; compare finished product with established standards and/or original to identify errors; evaluate the public information potential of written, illustrative, and related material for a specific project assignment; develop the information dissemination approach most likely to reach the target audience; assess the impact and effectiveness of specific public information materials or activities in meeting the interests of the public or media and the needs of the agency; develop and apply agency policies and procedures for the public information function; assign and review the work of others; plan and organize the operations of a public information function; coordinate the various aspects of design from layout to design to paste-up.

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

Bachelor's Degree in journalism, communications, marketing, public relations, advertising, graphic arts, digital media, videography, or related field and at least one year of experience in coordinating, planning, and managing public relations/publicity campaigns, mass media communication activities and/or public information programs. Required experience may substitute for the education on a year for year basis.

## **Marketing & Communications Specialist III**

**A33013**

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

Under administrative direction, positions at this level are responsible for the development and management of an agency's marketing, communication, advertising, and/or public relation strategies, policies, and programs. Positions are located in a multi-program or promotionally oriented state agency that has high visibility, extensive and difficult public relations requirements and circumstances, and impact with a statewide, national, or international scope. Positions may have full supervisory responsibility for professional and support staff.

Teammates are fully independent, have direct media contact without prior authorization. They provide expert consultation/support to higher level administrators on complex, rapidly changing and potentially critical/controversial issues regarding communication/public relations strategies.

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.)

Coordinates with key management to study the objectives, promotional policies and needs of the agency to identify, develop, implement, and evaluate marketing, communications, advertising, and public information/relation strategies for the agency to positively influence public opinion, or promote ideas, products, and services.

Develops and implements the informational and educational programs of the agency to ensure that the public is kept informed of agency programs and activities through newspaper releases, radio tapes, video tapes, film strips, correspondence, and direct contact.

Assigns, coordinates, and reviews activities of marketing and communications staff on special projects and the public-information-related work of technical production and office support staff members to arrange for story subjects, facilitate the completion of project assignments and ensure the accuracy and completeness of writing, typing, photography, layout, printing, and/or typesetting.

Advises agency management and divisions to provide editorial expertise and technical assistance, discuss potential and actual reaction to and impact of agency information releases, and suggest alternative approaches for disseminating information.

Confers with news media representatives to discuss agency public information needs, develop, and maintain contacts, and facilitate the dissemination of agency and program information through the mass media.

Negotiates with media vendors and/or contracted advertising agency to determine annual advertising budget for agency.

Plans, organizes, coordinates, and controls work unit operations and programs to establish operational priorities, coordinate these operations with their functions within the agency, and ensure program objectives and standards are established and attained and are congruent with overall goals.

Develops and directs the implementation of operational plans pertinent to the operations/programs managed to ensure the establishment of appropriate goals and the development of action steps to achieve those goals.

Determines and requests/submits staff, material, and equipment needs for the operations/programs managed to contribute to the formulation and justification of budgetary requests for the agency as a whole.

Establishes and maintains cooperative relationships with representatives from the community, state and local government officials, business officials and other public interest groups.

Writes, designs, composes, edits, researches, compiles, and/or selects copy and layout for informational/administrative pamphlets or other publications, audio-visual materials; media releases, displays, exhibits, and/or speeches, to organize data so that it will reach and be understood by the target audience.

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

Knowledge of: the principles and practices of journalism; the principles and practices of public relations; the techniques of layout design; the principles and practices of electronic and social media communication; the principles and practices of visual reproduction such as photography, graphics, or printing; the techniques of online layout; website design and maintenance; the English language including spelling, punctuation, sentence structure, word usage, and grammar; the techniques, formats, and styles of informational material preparation; the methods and practices of public information dissemination; the principles, practices and processes for marketing/advertising, promotion of ideas, services, imaging and branding; agency operations, rules, policies, and objectives; agency program legislation and goals; statewide and local media sources and operations, including appropriate contact persons, possible costs, and publication/broadcast deadlines; reference sources including agency reference material and external information sources; the inter-relationships of agency marketing, communications, advertising and public relation/information activities; methods of securing adequate publicity for news items; business and management principles involved in strategic planning, resource allocation, leadership techniques; coordination of people and resources.

Ability to: communicate effectively in individual or group settings with news media representatives, government or program officials, agency staff, and the public at levels understandable to each audience; apply the principles and practices of public relations, journalism, and marketing/advertising to the operation of a public information or promotional function; skillfully operate audio and/or visual equipment; write/edit copy to fit assigned space in a layout; evaluate the public information potential of written, illustrative, and related material for a specific project assignment; develop the information dissemination approach most likely to reach the target audience; assign and review the work of others; write and design informational pamphlets, reports, and posters; assess the impact and effectiveness of specific informational or promotional materials or activities in meeting the interests of the public or media and the needs of the agency; develop and apply agency policies and procedures for the public information function; plan and oversee the operations of a public information function; develop work priorities for effective use of available resources and staff; delegate, direct, and review the work of agency employees and others in the preparation and release of public information materials.

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

Bachelor’s degree in journalism, communications, marketing, public relations, advertising, graphic arts, digital media, videography, or related field and at least three years’ experience in developing, planning, and managing public relations/publicity campaigns, mass media communication activities, public information programs, and/or marketing/promotional campaigns. Required experience may substitute for the education on a year for year basis.

**SPECIAL NOTES APPLICABLE TO ALL LEVELS:**

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

Established: July 2021

Note: Classification-specification is subject to change. Please refer to the Nebraska State Personnel Job Specification website at <https://das.nebraska.gov/personnel/classcomp/jobspecs/jobspecs.html> to ensure this represents the most current copy of the description.

The following is a summary of changes made to this class specification.

Section	Change Description	Effective Date