

PUBLIC INFORMATION

Broad Occupational Category - 33

DUTIES AND RESPONSIBILITIES

- *Write, edit, and proofread informational, promotional, and editorial content*
- *Serve as agency spokesperson on authorized subjects or in statewide or national initiatives*
- *Maintain relationships with news media and content distributors*
- *Respond to public inquiries and feedback*
- *Advocate for agency programs and objectives*
- *Coordinate press releases and media campaigns*
- *Assess public reaction and media coverage*
- *Coordinate branding and messaging consistency*
- *Measure effectiveness of communication and marketing strategies*
- *Coordinate work across teams, vendors, and partners*
- *Research topics, audiences, and objectives for public information initiatives*
- *Produce audio, visual, and multimedia content*
- *Evaluate content quality and production standards*
- *Schedule and conduct interviews, presentations, and briefings, at times to community groups and stakeholders*
- *Plan short- and long-range communication strategies, including for marketing and promotional purposes*

COMPETENCIES

- **Ethics and Values** - Adheres to an appropriate (for the setting) and effective set of core values and beliefs during both good and bad times; acts in line with those values; rewards the right values and disapproves of others; practices what he/she preaches.
- **Strategic Agility** - Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
- **Dealing With Ambiguity** - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.
- **Approachability** - Is easy to approach and talk to; spends the extra effort to put others at ease; can be warm, pleasant, and gracious; is sensitive to and patient with the interpersonal anxieties of others; builds rapport well; is a good listener; is an early knower, getting informal and incomplete information in time to do something about it.
- **Composure** - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.
- **Integrity and Trust** - Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
- **Managing and Measuring Work** - Clearly assigns responsibility for tasks and decisions; sets clear objectives and measures; monitors process, progress, and results; designs feedback loops into work.
- **Political Savvy** - Can maneuver through complex political situations effectively and quietly; is sensitive to how people and organizations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organizational life and works to adjust to that reality; is a maze-bright person.

- **Comfort Around Higher Management** - Can deal comfortably with more senior managers; can present to more senior managers without undue tension and nervousness; understands how senior managers think and work; can determine the best way to get things done with them by talking their language and responding to their needs; can craft approaches likely to be seen as appropriate and positive.
- **Creativity** - Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- **Customer Focus** - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Peer Relationships** - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.
- **Personal Learning** - Picks up on the need to change personal, interpersonal, and managerial behavior quickly; watches others for their reactions to his/her attempts to influence and perform, and adjusts; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly.
- **Perspective** - Looks toward the broadest possible view of an issue/challenge; has broad-ranging personal and business interests and pursuits; can easily pose future scenarios; can think globally; can discuss multiple aspects and impacts of issues and project them into the future.
- **Written Communications** - Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

SMART Goal Prompting Questions

Write, edit, and proofread informational, promotional, and editorial content

- What actions could you take to improve the clarity, accuracy, consistency, or effectiveness of informational, promotional, and editorial content?
- How will you measure success, such as fewer revisions, improved audience engagement, or faster turnaround times?
- What writing standards, editing checklists, templates, or feedback processes could strengthen your work?
- How does high-quality written content support effective communication of agency programs and services?
- By what date or communication cycle will you aim to improve your writing, editing, and proofreading practices?

Serve as agency spokesperson on authorized subjects or in statewide or national initiatives

- What steps could you take to strengthen your effectiveness and confidence when representing the agency as an authorized spokesperson?
- How will you measure success, such as improved media interactions, clearer messaging, or increased stakeholder understanding?
- What media training, briefing materials, talking points, or preparation techniques could strengthen your effectiveness?
- How does effective spokesperson performance support public trust and the agency's reputation?
- By what date or upcoming initiative will you aim to strengthen your spokesperson skills?

Maintain relationships with news media and content distributors

- What actions could you take to strengthen and maintain productive relationships with news media and other content distributors?
- How will you measure success, such as increased media engagement, improved response times, or more effective distribution of agency information?
- What outreach strategies, contact-management tools, or relationship-building practices could strengthen these connections?
- How do strong media relationships support timely and accurate communication with the public?
- By what date or communication cycle will you aim to strengthen media and content-distribution relationships?

Respond to public inquiries and feedback

- What strategies could you use to improve the timeliness, accuracy, and effectiveness of responses to public inquiries and feedback?
- How will you measure success, such as reduced response times, fewer unresolved inquiries, or improved customer feedback?
- What response protocols, FAQs, knowledge resources, or tracking systems could help improve public communications?
- How does effective response to public inquiries support transparency, trust, and quality customer service?
- By what date or service cycle will you aim to improve your response process?

Advocate for agency programs and objectives

- What actions could you take to more effectively communicate and promote agency programs, services, and objectives?
- How will you measure success, such as increased awareness, engagement, participation, or positive public response?
- What communication strategies, promotional materials, partnerships, or outreach channels could strengthen advocacy efforts?
- How does effective advocacy support understanding and awareness of the agency's mission and services?
- By what date or campaign cycle will you aim to strengthen your advocacy efforts?

Coordinate press releases and media campaigns

- What steps could you take to improve the planning, coordination, and execution of press releases and media campaigns?
- How will you measure success, such as improved media pickup, timely release of information, or increased audience reach?
- What communication calendars, approval processes, templates, or media tools could strengthen campaign coordination?
- How does effective media coordination support consistent and timely communication of agency priorities?
- By what date or upcoming campaign will you aim to improve your media coordination practices?

Assess public reaction and media coverage

- What actions could you take to more effectively monitor and assess public reaction and media coverage of agency activities?
- How will you measure success, such as more comprehensive monitoring, faster identification of emerging issues, or improved response strategies?

- What media-monitoring tools, feedback mechanisms, data sources, or analytical methods could strengthen your assessment?
- How does understanding public and media reaction help the agency communicate more effectively?
- By what date or reporting cycle will you aim to improve your monitoring and analysis practices?

Coordinate branding and messaging consistency

- What strategies could you use to improve consistency in agency branding, messaging, and communications across platforms and audiences?
- How will you measure success, such as fewer inconsistencies, improved adherence to branding standards, or more consistent public messaging?
- What brand guidelines, templates, review processes, or communication standards could strengthen consistency?
- How does consistent branding and messaging support agency identity, credibility, and public understanding?
- By what date or communication cycle will you aim to improve branding and messaging consistency?

Measure effectiveness of communication and marketing strategies

- What actions could you take to better evaluate the effectiveness of communication and marketing strategies?
- How will you measure success, such as increased engagement, improved reach, stronger audience response, or achievement of campaign objectives?
- What metrics, surveys, analytics tools, or evaluation methods could strengthen your measurement efforts?
- How does measuring communication effectiveness help improve future strategies and use resources more effectively?
- By what date or campaign cycle will you aim to strengthen communication and marketing evaluation practices?

Coordinate work across teams, vendors, and partners

- What steps could you take to improve coordination of public information work across internal teams, vendors, and external partners?
- How will you measure success, such as fewer communication delays, improved project completion, or clearer roles and responsibilities?
- What project-management tools, communication plans, timelines, or coordination procedures could strengthen collaboration?
- How does effective coordination support consistent, timely, and high-quality public information?

- By what date or project cycle will you aim to improve cross-team and partner coordination?

Research topics, audiences, and objectives for public information initiatives

- What actions could you take to improve research into topics, audiences, and communication objectives before developing public information initiatives?
- How will you measure success, such as improved audience targeting, stronger engagement, or more effective communication outcomes?
- What research methods, audience data, surveys, analytics, or stakeholder input could strengthen your planning?
- How does audience and topic research support more relevant and effective public communication?
- By what date or communication initiative will you aim to improve your research and audience-analysis practices?

Produce audio, visual, and multimedia content

- What steps could you take to improve the quality, effectiveness, or efficiency of producing multimedia content?
- How will you measure success, such as improved engagement, production quality, audience reach, or reduced production time?
- What software, equipment, training, templates, or production standards could strengthen your multimedia capabilities?
- How does effective multimedia content help the agency reach and engage diverse audiences?
- By what date or production cycle will you aim to improve your multimedia content capabilities?

Evaluate content quality and production standards

- What strategies could you use to improve the quality, accuracy, consistency, and professionalism of agency communications?
- How will you measure success, such as fewer errors, reduced revisions, or improved adherence to production standards?
- What quality-control checklists, review processes, style guides, or peer-review practices could strengthen content evaluation?
- How does consistent quality control support the agency's credibility and effectiveness?
- By what date or communication cycle will you aim to improve content quality-control practices?

Schedule and conduct interviews, presentations, and briefings, including with community groups and stakeholders

- What actions could you take to improve the planning and delivery of interviews, presentations, and briefings?
- How will you measure success, such as improved audience engagement, clearer communication, or positive participant feedback?
- What presentation techniques, briefing materials, preparation processes, or audience research could strengthen your effectiveness?
- How do effective interviews, presentations, and briefings support communication and relationships with stakeholders and the public?
- By what date or presentation cycle will you aim to improve your interview and presentation practices?

Plan short- and long-range communication strategies, including for marketing and promotional purposes

- What steps could you take to improve short- and long-range communication planning in support of agency priorities?
- How will you measure success, such as completion of communication objectives, increased audience engagement, or improved coordination of campaigns?
- What strategic planning tools, communication calendars, audience research, or performance metrics could strengthen your planning?
- How does effective communication planning help align public information activities with agency goals and priorities?
- By what date or planning cycle will you aim to develop or improve your communication strategy?