



Classification: Public Information Specialist III

Title Code: V00096

Pay Range: 22

POSITION SUMMARY: This is advanced professional work in the collection, preparation, and dissemination of information and public relations activities. An employee in this position prepares and disseminates informational materials to the Troops' headquarters/divisions, public, other law enforcement agencies, etc. Work includes the writing of copy for press releases, articles in the Patrol News, newsletters, pamphlets, and other publications. The employee will also prepare speeches, legislative testimony, and comments for the Superintendent and this staff as requested. Work is performed with latitude for initiative and independent judgement and is reviewed by an administrative superior.

DESCRIPTION OF DUTIES PERFORMED: (Any one position may not include all of the duties listed nor do the listed examples include all tasks which may be found in positions of this class.)

Plans, gathers data, compiles information, and writes copy for newsletters, feature stories, articles, bulletins, pamphlets, brochures, and other publications.

Prepares various types of bulletins, manuals, and booklets which can be reproduced by a variety of processes.

Edits manuscripts for clarity, organization, grammar, style, and format.

Writes and/or edits informational brochures, articles for the Patrol News and other publications.

Maintains files of newspaper clippings and agency publications; edits articles or correspondence; answers inquiries from the media via telephone, in person or in writing.

Meets with agency personnel for the purpose of discussing activities and securing newsworthy information.

Arranges speaking engagements, e.g., press conferences, town-hall meetings, etc., for agency officials and prepares or edits materials to be presented.

Represents the Highway Patrol at various meetings and functions related to law enforcement, traffic safety, public relations, etc.

Provides statistical information related to traffic or personal safety in writing or over the telephone, as requested.

Researches, writes, edits historical information for Patrol history book, anniversary yearbooks, special occasions, special requests, etc.

Acquire, archive, and maintain historically significant information for the department.

Write and edit copy for the Safety Education Center displays.

Performs other related duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Knowledge in the use of word processing and desktop publishing software (e.g., CorelDraw, Pagemaker, Microsoft Office products, etc.).

Knowledge of the effective interviewing techniques required to obtain necessary information.

Knowledge of journalism, including publications, with emphasis on writing and editing.

Knowledge of news media operation and their proper utilization for dissemination of information.

Ability to operate 35 mm digital camera.

Ability to learn the interpretation of policies, laws, and patrol operations in order to stimulate public interest and gain support and cooperation for the department.

Ability to write effectively at a level, and in proper form, for release to media or publications.

Ability to communicate effectively to the public, news media, other law enforcement agencies, etc.

Ability to handle restricted and confidential information in a professional manner and maintain the information as such.

Ability to handle multiple tasks within prescribed deadlines.

Ability to work under stress.

Ability to read English effectively.

Ability to operate basic office equipment as detailed in the description of duties.

Ability to handle restricted and confidential information in a professional manner and maintain the information as such.

Ability to communicate in English clearly and concisely, both orally and in writing.

Ability to establish and maintain harmonious working relations with others.

Ability to work with material that may be of a sexual nature relating to criminal activity (e.g., written material, photographs, and/or verbal language, etc.).

Ability to work hours as assigned.

MINIMUM EXPERIENCE, EDUCATION, AND TRAINING REQUIRED: (The following represents the minimum qualifications used to accept applicants, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education.)

Graduation from an accredited four-year college or university with a bachelor's degree in Journalism (preferably Print Journalism), Advertising, Public Relations, or closely related areas.

AND

Possess at least two years as a Public Information Specialist II or related experience.

Classification: Public Information Specialist III

Page 3

FLSA STATUS: Non-Exempt

WORK SCHEDULE: An employee in this position works an eight-hour shift as directed; however, working hours are subject to change at the discretion of the commanding authority.