



PUBLIC INFORMATION REPRESENTATIVE

JC: VA115
PG: 11- SEIU

PC: 714
BU: 4
August 1997

DEFINITION

Under general supervision, researches and prepares a variety of public information materials for dissemination through various communications media; performs related work as assigned.

CLASS CHARACTERISTICS

This single position class is responsible for research and preparation of news releases and other informational materials, publication of in-house and external newsletters and educational materials and for responses to public requests for information regarding the District. This class is distinguished from the Manager of Public Information in that the latter has overall responsibility for all public information programs.

EXAMPLES OF DUTIES

Gathers and compiles information through research or personal interview; prepares the District's Annual Report, news releases, brochures, handouts and other written materials for media sources; obtains information and prepares materials for radio, news and other programs; responds as a member of the media emergency team; coordinates the activities of photographers; assists media representatives covering District sponsored events; attends and represents the District at press events and in meetings with the media and various community groups and organizations; answers inquiries from the public; supports information needs of transit researchers; participates in news media interviews; coordinates office support activities for the production and distribution of public information materials; arranges interviews with District officials and staff; coordinates media access to stations and facilities and escorts media on District tours; acts as Editor, planning, writing, editing, and producing the District's employee newsletter; prepares layout, design and paste-ups for various written materials; proofreads materials for accuracy and compliance with District policy; prepares consultant contract documents and selects and directs the work of contractors in the production and publication of such items as the District's Annual Report and employee newsletter; determines need and arranges for photographic requirements; explains desired typography, illustration, layout and other requirements to printers, art services and others in the graphic arts field.

QUALIFICATIONS

Knowledge of:

Principles, techniques and methods of public information and community relations; print and electronic news media operations and requirements; English grammar, spelling, punctuation and vocabulary; writing composition, layout and editing techniques; interviewing techniques to elicit complete and accurate news information. methods of preparing informational materials and disseminating them through various media sources; graphic design and printing methods; photographic techniques, styles and formats.

Skill in:

Evaluating District activities and events for their news value; reporting information accurately, clearly and effectively; representing the District effectively in meetings with the media, business, professional and community groups and the public; preparing clear, concise and complete reports, news releases and other written correspondence and materials; preparing effective graphic materials and layouts; making sound independent decisions within policy guidelines; exercising crucial judgment and tact when dealing with media on sensitive matters; meeting critical deadlines; proofreading written materials for accuracy and compliance with District policy; establishing and maintaining effective working relationships with those contacted in the course of the work.

Ability to:

Produce typewritten materials using a typewriter and word processing equipment. Work on an on-call status 24 hours a day, 7 days a week.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

MINIMUM QUALIFICATIONS:

Any combination of college and experience equivalent to graduation from a four year college with major course work in communications, journalism, English or a closely related field in addition to two years of experience in preparing public relations or public information material or as a writer, editor or reporter in the print or broadcast media; additional experience as outlined above may be substituted for the education. Graduation from a four year college is preferred.

Public Information Representative
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