

DEPARTMENT OF CORRECTIONS
JOB OPPORTUNITY ANNOUNCEMENT

DATE: December 5, 2013

POSITION TITLE : Public Information Officer

LOCATION OF POSITION: Central Office

Annual Salary Range: \$38,000-42,000

DEFINITION

This is mid-level professional informational and public relations work for the Missouri Department of Corrections.

This description may not include all of the duties, knowledge, skills, or abilities associated with this classification.

EXAMPLES OF WORK

Gathers, compiles, and verifies information; composes and/or edits copy for newsletters, brochures, internet web pages, and other publications.

Answers media inquires and conducts media interviews on behalf of the department.

Composes and edits informational materials, and produces graphic and photographic illustrations for publication or distribution to the news media and other groups.

Maintains contact with media representatives to promote good public relations for the agency.

Interprets and communicates agency programs to employees, special interest groups, and the general public.

Advises agency staff in informational and public relations methods, techniques, materials, and equipment.

Prepares and disseminates informational materials to support and/or promote programs and services of the assigned agency.

Prepares news releases to inform and educate the public concerning agency programs and services.

Plans and develops informational materials, and implements activities designed to improve community and employee understanding and acceptance of agency objectives, rules, policies, and services.

Develops spot announcements and/or scripts for radio and television.

Arranges conferences, workshops, special events, and presentations for informational purposes.

Meets with agency officials and attends staff meetings for the purpose of discussing activities and securing newsworthy information.

Researches available material and prepares speeches for agency officials.

Delivers presentations regarding assigned agency programs to special interest groups, employee groups, and the general public.

Responds to requests for program information.

Operates still and/or video cameras; edits video for news, display, or promotional purposes.

Creates illustrations using a variety of media; creates layout work to produce camera-ready artwork.

Estimates costs, develops specifications, and makes recommendations on securing and accepting bids for printing; maintains contact with printing contractors to assure quality control; reviews and corrects printers' galley proofs.

Exercises significant independence and initiative in the performance of responsibilities; receives general administrative direction from the Director of Communications.

Performs other related work as assigned.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

Intermediate knowledge of journalism, photography, film/video production, graphic arts, publication, and printing.

Intermediate knowledge of news media operation and its proper utilization for dissemination of information.

Intermediate knowledge of the agency represented, including programs, administrative rules/regulations, and staff.

Intermediate knowledge of the principles and methods of establishing and maintaining good public relations.

Intermediate knowledge of community resources and organizations.

Intermediate knowledge of commercial art methods and the general principles of layout and design.

Intermediate knowledge of operating still and/or video cameras and of developing, processing, and editing the negatives/video.

Intermediate knowledge of marketing and advertising practices and techniques.

Ability to compose and produce a variety of informational materials for release to media or publications.

Ability to conduct research and to find pertinent and newsworthy information.

Ability to use a variety of desktop publishing software packages and/or internet formatting languages.

Ability to establish and maintain working relationships with media representatives, agency officials, other employees, and the general public.

Ability to communicate with and make presentations to special interest groups, employee groups, and the general public.

Ability to produce graphic art, photographic, and other materials.

Ability to advise agency employees in public relations methods and techniques.

EXPERIENCE AND EDUCATION

A Bachelor's degree from an accredited college or university with a minimum of 15 earned credit hours in one or a combination of the following is preferred, but not required: Journalism, Communications, English, Public Relations, Advertising, Marketing, or a closely related field; and,

One or more years of professional experience in public relations, advertising, marketing, film/video production, or journalism.

(24 earned graduate credit hours from an accredited college or university in the specified areas may substitute for the general experience.)

(Additional qualifying experience may substitute on a year-for-year basis for deficiencies in the required education.)

Submit resumes to: David Owen, Communications Director
Department of Corrections, Central Office
2729 Plaza Drive
Jefferson City, MO 65109
David.Owen@doc.mo.gov

APPLICATION CLOSING DATE: Resumes must be received by December 19, 2013