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## Job Specification

### PUBLIC INFORMATION ASSISTANT

#### DEFINITION:

Under direction, does the work involved in helping to collect, put into proper form, and disseminate informative materials including audio and visual communications designed to aid the public information and publicity program of the unit or jurisdiction concerned; does related work as required.

**NOTE:** The definition and examples of work for this title are for illustrative purposes only. A particular position using this title may not perform all duties listed in this job specification. Conversely, all duties performed on the job may not be listed.

#### EXAMPLES OF WORK:

Helps gather informative materials concerning the current and proposed programs of the unit or jurisdiction and assists in the work involved in putting the data collected onto usable forms.

Assists in writing scripts for radio and television presentation such as spot announcements, cooperative broadcasts, or educational programs as well as work involved in the preparation and distribution of news stories, bulletins, pamphlets, circulars, and other informational materials designed to acquaint the general public with the functions, aims, programs, regulations, policies, and procedures of the unit or jurisdiction.

Helps to compile materials to be used in house papers and bulletins designed for employees of the unit or jurisdiction.

Helps prepare posters, charts, graphs, exhibits, and other visual aid materials.

Assists in the work involved in collecting, compiling, and tabulating statistical and other information.

Will be required to learn to utilize various types of electronic and/or manual recording and computerized information systems used by the agency, office, or related units.

#### REQUIREMENTS:

##### EXPERIENCE:

One (1) year of experience in work involving the collection, analysis, and dissemination of information in the field of news media and/or public relations, publicity, and/or advertising.

##### LICENSE:

Appointees will be required to possess a driver's license valid in New Jersey only if the operation of a vehicle, rather than employee mobility, is necessary to perform the essential duties of the position.

#### KNOWLEDGE AND ABILITIES:

Knowledge of methods and techniques involved in collecting and analyzing factual data and its interpretation and publication through the media of print, radio, and television.

Knowledge of rules, regulations, policies, procedures, programs, and methods of the department and their application to specific cases after a period of training.

Knowledge of modern public information and advertising techniques and devices.

Knowledge of the conventions and the form and style required for press releases for print, radio, and television.

Knowledge of the sources from which significant information may be obtained.

Ability to prepare and assist in preparing informative articles and news releases for publication via the media of print, radio, and television.

Ability to review and edit written material and to proofread copy.

Ability to give talks before groups of varied ages.

Ability to promote cooperation with the aims of the department.

Ability to utilize available media for the dissemination of news and information.

Ability to maintain essential records and files.

Ability to learn to utilize various types of electronic and/or manual recording and information systems used by the agency, office, or related units.

Ability to read, write, speak, understand or communicate in English sufficiently to perform the duties of the position. American Sign Language or Braille may also be considered as acceptable forms of communication.

Persons with mental or physical disabilities are eligible as long as they can perform the essential functions of the job after reasonable accommodation is made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible.

**This job specification is applicable to the following title code:**

Job Spec Code	Variant	State, Local or Common	Class of Service	Work Week	State Class Code	Local Class Code	Salary Range	Note
02923		L	C		N/A	03		-

This job specification is for **local** government use only. Salary range is only applicable to state government. Local salaries are established by individual local jurisdictions.

2/20/1997

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