

**COUNTY OF ORANGE  
MUNICIPAL/SCHOOL  
JOB CLASSIFICATION SPECIFICATION**

**CLASS TITLE:** PUBLIC INFORMATION SPECIALIST

**TITLE #:** 1501

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves public relations work with responsibilities for publicizing and distributing governmental or district news, event, programs, services and facilities. Employees in this class maintain close contact and cooperate with appropriate officials and local media representatives. Work is performed independently in accordance with established policies and practices with direct oversight by a designated supervisor. Supervision may be exercised over subordinate staff. Does related work as required.

**TYPICAL WORK ACTIVITIES:**

Prepares news releases for radio, television and newspapers regarding varied events, services, programs, facilities and other items of interest;

Prepares special reports and brochures for public dissemination regarding varied events, services, programs, facilities and other items of interest;

Maintains close contact with policy making officials and media representatives;

Attends meetings and issues news releases;

Assists in preparation of units budget;

Maintains records of information released.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of principle and practices of journalism and public relations; Good knowledge of the media sources appropriate for the dissemination of information; Good knowledge of English usage, spelling, punctuation and grammar; Ability to acquire a knowledge of governmental or school district services facilities; Ability to establish and maintain effective working relationships with others; Ability to express oneself effectively in oral and/or written form.

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**MINIMUM QUALIFICATIONS:** Either:

- (A) Possession of a Bachelor's Degree or higher in Public Relations, Journalism, Communication, or closely related field, and two (2) years experience in public relations or public policy, public administration, journalism, writing, marketing, or closely related field; OR
- (B) Possession of an Associate's Degree and four (4) years experience in public relations or public policy, public administration, journalism, writing, marketing, or closely related field; OR
- (C) Graduation from high school or possession of a high school equivalency diploma AND six (6) years of experience in public relations or public policy, public administration, journalism, writing, marketing, or closely related field.

**Note:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**JURISDICTIONAL CLASS:** Competitive

**REVISED 8/1/22**