

Jurisdiction: Oneida County, Schools,  
Oneida-Herkimer Solid Waste  
Management Authority  
Jurisdictional Class: Competitive  
Revised: 12/27/94

## **INFORMATION OFFICER**

**DISTINGUISHING FEATURES OF THE CLASS:** This is creative work involving responsibility for coordinating and disseminating information and planning the promotional and public relations program for a department or school. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general direction with leeway provided for the use of independent judgment. Supervision may be exercised over the work of clerical assistants. Does related work as required.

### **TYPICAL WORK ACTIVITIES:** (Illustrative Only)

Researches, writes and prepares new releases;  
Maintains an up-to-date "clip" file;  
Schedules press conferences as needed;  
Researches and writes the annual reports;  
Prepares, designs and edits quarterly reports;  
Assists the news media in the coverage of departmental activities;  
Responds directly to citizen inquiries;  
Disseminates information concerning departmental activities;  
Directs activities designed to inform the public of departmental activities, such as public meetings, exhibits, tours of offices, etc.;  
Publishes reports, handbooks and pamphlets to inform residents of departmental services and programs;  
Assists schools with educational workshops and seminars;  
Provides residents with facts relating to departmental activities, policies and procedures.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL**

**CHARACTERISTICS:** Good knowledge of public information principles and methods; good knowledge of the organizational objectives and purpose of the departmental program; skill in the performance of public relations activities; ability to establish and maintain good working relationships with members of the press, television, radio and other publicity media; ability to get along well with others; ability to express ideas orally and in writing; physical condition commensurate with the demands of the position.

**INFORMATION OFFICER**

**MINIMUM QUALIFICATIONS:** Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in media studies, media technology, public relations, journalism, public affairs or closely related field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree with major in field other than listed in (A) **AND** one (1) year of public information, promotional or journalistic experience; **OR**
- (C) Graduation from a regionally accredited or New York State registered two-year college or university with an Associate's Degree in one of the areas mentioned in "A" above, **AND** two (2) years of public information, promotional or journalistic experience; **OR**
- (D) Graduation from a regionally accredited or New York State registered two-year college or university with an Associate's Degree in a field other than noted in "A" above, **AND** three (3) years of experience as described in (B) above; **OR**
- (E) Graduation from high school or possession of a high school equivalency diploma **AND** five (5) years of experience as described in (B) above; **OR**
- (F) An equivalent combination of training and experience as defined by the limits of (A) through (E) above.