

PUBLIC INFORMATION OFFICER

DEFINITION: Under general supervision, performs work of moderate difficulty providing professional services in support of public information programs and functions, and establishing and managing effective public relations with media representatives and the public; performs related work as assigned.

ESSENTIAL FUNCTIONS: This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

TASKS:

Researches, develops, writes and coordinates media campaigns; coordinates associated public relations activities; researches, outlines and prepares speeches; furnishes information and photographs for the press, periodicals, radio, television, education and training use; reviews and determines needs, defines goals and recommends steps needed to carry out a planned public information program.

Manages assigned public information marketing programs; develops and coordinates the illustration and printing of publications; prepares, reviews, and edits news conferences, releases, newsletters, publications, and scripts; advises constituents concerning public relations aspects of policies, practices, procedures, programs, and actions.

Arranges and participates in scheduling, briefing, and broadcasting of radio and television programs; produces news, public service, and educational programs for radio and television; recruits and arranges public appearances with subject experts, elected officials, dignitaries, and other individuals; assists in conference, convention, and special event arrangements.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

Knowledge of public or government organizational processes involving methods and practices of public administration and management compliances.

Knowledge of current principles, techniques and objectives of public information and relations programs.

Knowledge of electronic news gathering techniques and broadcast industry standards.

Knowledge of legislative and economic issues affecting the Navajo Nation.

Skill in producing written documents using proper news style, sentence structure, grammar and punctuation.

Skill to evaluate and edit the content, structure and format of a range of written material.

Skill in developing design and layout of materials to be published.

Skill in applying judgment in the release of confidential information.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves a minimum of physical effort in an office setting.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field.

PREFERRED QUALIFICATIONS:

- Two (2) years of experience interacting with the public.
- Proficient in Microsoft Office software or other computer applications.

SPECIAL REQUIREMENTS:

- Possess a valid state driver's license.

THE NAVAJO NATION

Class Code: 2041
Information Management and Presentation Series
Communication and Liaison Group
Overtime Code: Non-Exempt
Pay Grade: 63

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Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.