

ASSOCIATE PUBLIC INFORMATION OFFICER

DEFINITION: Under general supervision, performs a planned learning progression of the duties and responsibilities described at the next higher level of this classification; duties assigned are to familiarize incumbents with the more difficult public relations work; 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:

Carries out assignments in accordance with detailed instructions and established programmatic practice; adheres closely to planned public information operation; assist management in researching, developing, writing and coordinating media campaigns and pertinent public relations activities; provides approved information and photographs for the press, periodicals, radio, television, education and training use.

Assists with preliminary review and editing of news release, newsletters, publications, and scripts; participates in scheduling interviews with subject experts, elected officials, dignitaries and general public for broadcasting on radio and television networks; assists in developing and producing educational programs and other pertinent public information.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

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

Knowledge of basic public or government processes.

Knowledge of electronic news gathering techniques and broadcast industry standards.

Knowledge of legislative and economic issues impacting the Navajo Nation.

Knowledge of computer hardware, software and peripherals.

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

Skill in editing news content, structure and format of a range of written material.

Skill in applying computer automation.

Skill in establishing and maintaining effective working relationships.

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, or a closely related field; specialized experience is not a requirement; this is an entry-level position with no requirement for prior experience.

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.