

### **PARK INFORMATION SPECIALIST**

**DEFINITION:** Under general supervision, performs work of moderate difficulty in creating, overseeing, and managing a variety of public information, public relations and promotional programs and campaigns to provide increased public awareness of the Navajo Nation park system; 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:**

Reviews and determines public information and promotional needs; defines goals, and identifies steps to carry out planned public information programs; researches, develops, writes and coordinates a media campaign for one or more departments or programs; coordinates public relations activities; researches, outlines and prepares speeches; furnishes information and photographs for weekly press, periodicals, radio television, education and training use.

Develops audio visual displays, educational trail system signs, and exhibits related to the education and interpretative offerings of the Navajo Nation park system; promotes cultural lifestyles and traditions through interpretation programs to increase visitor understanding of the parks resources of wildlife, vegetation, natural and human history.

Identifies and promotes potential and actual park hazards, activities and services within the park and surrounding area; develops educational materials to accompany exhibits; arranges scheduling, briefing, and broadcasting of radio and television programs; produces public service and educational programs for radio and television; assists in conference, convention and special event arrangements.

#### **KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:**

Knowledge of public or governmental 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 in evaluating and editing 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 in a closely related field; and two (2) years in journalism, mass media, communications or public relations; or an equivalent combination of education, training, and experience which provides the capabilities to perform the described duties.

THE NAVAJO NATION

Class Code: 3262  
Natural Resources and Parks Series  
Parks Group  
Overtime Code: Non-Exempt  
Grade: 64

**PARK INFORMATION SPECIALIST**

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.