

# Information Officer II

## California State Personnel Board Specification

- **Schematic Code:** LZ10
- **Class Code:** 5595
- **Established:** 11/18/1955
- **Revised:** 02/04/1981
- **Title Changed:** --

### Definition

Under administrative direction, to develop, organize, direct, and evaluate a comprehensive program to inform the public of the activities and objectives of a State agency; to consult with and advise top management of the agency on public relations implications of the agency's activities; and to do other related work.

### Distinguishing Characteristics

An Information Officer II is differentiated from an Information Officer I by the agency's program and by the level of responsibility delegated.

An Information Officer II is delegated full responsibility for all aspects of information activities in an agency that meets one or more of these criteria; its program either directly affects a large and heterogeneous public, or it affects a public with strong personal interests in its administration; it usually has economic, political, or social implications of considerable impact; it often elicits continuous interest and critical review by political bodies or interest groups; administration of its program is often subject to question, misconceptions, and conflicting views.

An Information Officer II reports directly to top management who rely upon the incumbent for advice on good public relations consistent with overall goals; develops special channels for earning public or specific group support; may appear as agency spokesperson before large groups; frequently supervises professional, technical and clerical subordinates.

### Typical Tasks

Analyzes the extent of public understanding of the programs administered by the agency and determines the need for further public information and education activity; establishes the objectives of the agency's information program and develops and actuates the techniques and procedures to accomplish these objectives; directs a staff in the conduct of the program; evaluates its effectiveness and recommends appropriate changes; coordinates and evaluates the information and education activities of the agency's field personnel; meets with top management and advises on any public relations implication of proposed actions; attends staff conferences at top management level as a regular participating member; contacts individuals and members of interested organizations to keep them informed of the agency's activities; makes speeches before various groups; promotes the knowledge and use of the agency's services; performs to the extent required any or all of the typical tasks of an Information Officer I.

### Minimum Qualifications

#### EITHER I

Two years of experience in the California state service performing duties equivalent to those of an Information Officer I.

#### OR II

Experience: Broad and successful experience which has demonstrated the ability to plan and direct a comprehensive public information program. This must have included at least five years' professional experience in preparing and disseminating information, a substantial part of which also included supervising the writing of others. Writing experience, while an integral part of the above, will not be considered qualifying in itself. and

Education: Equivalent to graduation from college. (Additional qualifying experience may be substituted for the required education on a year-for-year basis.)

## **Knowledge and Abilities**

Knowledge of: Methods used to determine needs for public information and education; techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good public relations; California State Government; principles of public administration; effective supervision; department's Affirmative Action Program objectives; a manager's role in the Affirmative Action Program and the processes available to meet affirmative action objectives.

Ability to: Organize and direct a statewide program of public information and education; write effectively; analyze data; supervise the work of an information staff; stimulate interest in an agency's program and secure the cooperation of diverse groups in conducting that program; understand and effectively carry out State and departmental equal employment opportunity and affirmative action policies.

## **Special Personal Characteristics**

Appreciation of news value; ability to analyze situations accurately and adopt or recommend for adoption by top management an effective course of action; ability to gain the confidence and respect of persons contacted in the work; ability to establish and maintain cooperative working relations with the news media and other public groups; emotional stability under stress; application of the need to inform and educate the public on various phases of an agency's program.

Updated 6/3/2012