

Oklahoma Department of Corrections
Unclassified Job Descriptor

PUBLIC INFORMATION MANAGER

Basic Purpose:

Positions in this job assist the Communications Director in managing public information/relations.

Typical Functions:

- Assists with department spokesperson duties; responds promptly to media requests after hours and on weekends; helps establish and maintain cooperative relationships with public officials and agencies; produces press releases and advisories.
- Plans public information/relations programs and projects, such as new conferences and promotional materials; represents the department at public programs and at professional conferences and seminars.
- Produces editorial content for department publications for internal and external audiences.
- Advises managers on the department's public image; serves as a public information consultant to department stakeholders and organizations that interact with the department; develops and implements marketing plans.
- Assists with in-service training for department staff

Knowledge, Skills, and Abilities:

Knowledge of news cycles, news values and how journalists gather and utilize information; of strategic communications; of social media and online content management systems; of AP style; of best practices in crisis communications; of state government and law enforcement.

Ability is required to execute multiple projects and messages in service of a goal – sometimes during high-stress situations; to produce feature stories, photos, and video; to juggle multiple tasks and deadlines; to communicate effectively, both orally and in writing; and to establish and maintain effective working relationships with others.

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Education and Experience:

Statutorily Required: N/A

Minimum Qualifications: Bachelor's degree in public relations, marketing, journalism, English or a related field and four (4) years of professional experience in writing, editing, radio and/or television, public relations or serving as a public information officer; or an equivalent combination of education and experience.

Special Requirements:

The incumbent must be willing and able to perform all job-related travel normally associated with the position.