

Oklahoma Department of Corrections
Unclassified Job Descriptor

PUBLIC INFORMATION OFFICER

Basic Purpose:

Positions in this job are responsible for researching, writing and editing various materials for media, and presenting information on behalf of the department.

Typical Functions:

- Establishes, develops and maintains contact with media, professional and civic organizations and other special interest groups to promote department programs.
- Prepares, edits, coordinates and distributes news releases.
- Prepares speeches, agency newsletters, brochures, web pages, broadcast scripts and other agency informational releases; coordinates major public relations or advertising campaigns for the department.
- Develops special educational and promotional materials for presentation at exhibits, fairs, festivals, conferences and schools; conducts tours of agency.
- Represents the department at civic and professional groups.
- Serves as project leader for special PR projects of the department.

Knowledge, Skills, and Abilities: Advanced knowledge of English usage, including grammar and composition; of public relations principles and techniques; of accepted styles for materials released to various media; of media sources and their capabilities; of visual graphics and video techniques; of agency's objectives; and of editing techniques and procedures. Ability is required to write and edit; to gather and organize pertinent data; to uphold and practice public relations principles and codes of ethics; to deliver informational presentations; to establish and maintain effective working relationships with others; and to communicate effectively, both orally and in writing.

Education and Experience:

Statutorily Required: N/A

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