

INFORMATION DIRECTOR

KIND OF WORK

Direction of a large scale public information program.

NATURE AND PURPOSE

An employee in this class supervises the development and administration of a public information program where cost decision making is necessary and the program has considerable public impact. Supervision is received from the commissioner or assistant commissioner of the department.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Direction of a large scale public information and educational program.

Makes cost decisions involving departmental informational progress.

Advises departmental management on techniques to be employed when matters of considerable public controversy arise.

Represents the commissioner at conferences and official public gatherings.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Extensive knowledge of the methods and techniques of presenting information to the public.

Extensive knowledge of the principles and practices of journalism and the techniques of news and publicity writing.

Extensive knowledge of the departmental program and ability to interpret policies, laws and regulations.

Skill in:

Public relations and educational techniques.

Ability to:

Extensive administrative and supervisory ability.

Assist departmental management in developing departmental informational policies relating to public issues.

Est.: 12/66 T.C.: 12/66, 12/70, 11/71

Ckd.: 11/92 Former Title(s): Highway Publicity Director

Rev.: Conservation Information and Education Supervisor
Natural Resources Information and Education Supervisor