

**Job Class Profile:**                      **Public Information Officer**

**Pay Level:**                                      **CG-28**                      **Point Band:**                                      **578-621**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	5	4	2	4	3	3	3	1	2	
Points	233	67	13	19	90	65	62	21	21	591

## JOB SUMMARY

Responsible for performing publicity work related to the administration of information and/or education programs in one or more subject areas and may involve creating and producing related advertising and promotional literature. Work involves responsibility for planning, implementing, coordinating and directing an information or education program.

### Key and Periodic Activities

- Plans, develops outlines, and prepares written material including promotional and public information brochures, newsletters, departmental publications and annual reports.
- Writes, edits and proof-reads editorial content, news articles, brochures and reference materials.
- Collects, edits and prepares photographic images for print.
- Updates and maintains web sites and databases which support marketing initiatives.
- Prepares and maintains regular communications and correspondence with program clients.
- Organizes and coordinates promotional public service and advertising campaigns featuring departmental activities and services.
- Plans, organizes and delivers public information seminars and workshops.
- Assists with the collection and analysis of data to measure program performance objectives.
- Develops design and lay-out requirements for program newsletters, brochures and reports.
- Maintains effective working relationships with contacts from various levels of government, industry and the general public.
- Prepares information packages for management and executive review.
- Collects, processes and catalogues images for print materials.
- Designs print ads for Ministerial communications on behalf of the Minister and Department.
- Coordinates responses to departmental correspondence.
- Responds to general inquiries related to specific information and/or education programs.
- Assists in the organization of a variety of special events and development of presentations.
- Attends meetings regarding publication development.

## SKILL

Knowledge
<p><b>General and Specific Knowledge:</b></p> <ul style="list-style-type: none"> <li>— Design lay-out</li> <li>— Graphic Arts</li> <li>— Desktop publishing</li> </ul> <p><b>Formal Education and/or Certification(s):</b></p> <ul style="list-style-type: none"> <li>— Minimum: Undergraduate Degree in English, Journalism or Communications</li> </ul> <p><b>Years of Experience:</b></p> <ul style="list-style-type: none"> <li>— Minimum: 1 – 2 years of experience.</li> </ul> <p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>— Computer skills</li> <li>— Research skills</li> <li>— Proof-reading ability</li> </ul>
Interpersonal Skills
<ul style="list-style-type: none"> <li>— A range of interpersonal skills are utilized including listening to information from others regarding program activities or production of departmental publications; asking questions to gain clarification or gather information; providing routine information related to publications or the specific information program and gaining the cooperation of others to complete work tasks.</li> <li>— Communications occur with employees within the immediate work area and department as well as staff in other departments and agencies; supervisors or managers and the general public as well as with suppliers, printers, contractors, industry representatives, sales representatives and departmental executive regarding any ministerial communications.</li> <li>— The most significant contacts would include immediate supervisor/manager regarding daily activities and other divisional staff.</li> </ul>

## EFFORT

Physical Effort
<ul style="list-style-type: none"> <li>— Work demands do not typically result in fatigue, requiring periods of rest.</li> <li>— Lifting and moving of boxes of publications and promotional/marketing materials and other printed materials weighing up to 25 lbs. occurs occasionally.</li> <li>— Considerable amount of time is spent sitting while working at a computer to write correspondence, reply to emails and draft reports and to produce brochures and newsletters. Standing and walking occur occasionally to attend committee/project meetings.</li> <li>— Fine finger or precision work is required as the majority of work tasks require computer use to produce various publications and promotional materials.</li> </ul>
Concentration
<ul style="list-style-type: none"> <li>— <b>Visual concentration</b> is required to operate a computer to prepare written material including promotional and public information brochures, publications, newsletters and to maintain web sites.</li> </ul>

- **Auditory concentration** is required to conduct interviews with clients and staff to obtain information to be included in public information materials and to listen to directions regarding work responsibilities and to conduct and lead various committee meetings.
- **Repetition requiring alertness** is evident when proof-reading and editing promotional and public information resources.
- **Time pressures and deadlines** exist to produce promotional and public information resources on time.
- **Interruptions** in work activities occur as a result of public inquiries.
- **Control over work pace** is affected by requests for public information sessions and/or presentations as well as executive/peer review of completed work.
- **Eye hand coordination** is required to operate a computer.
- **Exact results and precision** is required to accurately write editorial content, news articles, brochures and reference materials and to perform final edits on documents before printing.

### Complexity

- Work tasks and activities are typically similar and related in terms of the skills and knowledge utilized and tasks are usually well defined.
- Typical challenge or issue would relate to editorial decisions when compiling, writing or proof-reading content as well as conducting literature reviews related to the information or education program. Distribution of program information to the general public in a timely manner would also be a common issue as is developing materials in a visually appealing manner which communicates the intended message. Alternative design solutions may be required within tight timelines.
- References available to address typical issues include co-workers, supervisors and managers as well as divisional policies and procedures. Technological resources are available including the Internet and desktop publishing applications (i.e. Adobe Creative Suites).

## RESPONSIBILITY

### Accountability and Decision-Making

- Work tasks and activities are moderately prescribed or controlled as general direction is received from a supervisor/manager regarding work tasks. All work is reviewed and approved by management before being released to the public. Established policies and procedures are in place.
- Independent decisions can be made regarding layout, creative graphic design and editorial content.
- Supervisory approval is required for final sign-off on editorial content, layout and final drafts plus any financial expenditures as well as any web site changes, press releases, journey authorizations and leave requests.
- Discretion and judgment is exercised in the performance of daily work tasks including the preparation of written materials and in the development, design and lay-out requirements for program newsletters, brochures, publications and reports.
- High degree of independent discretion and judgment is exercised when responding to public requests for information received through web site email. If unable to answer inquiries, liaises

with staff to determine the appropriate answer and reply in a professional manner.

### **Impact**

- Results of work tasks and activities are directly felt within the immediate work area, department; within and outside the organization and on the general public as information produced is intended for the public.
- Results of work tasks and activities directly impact information, material resources and corporate image as publications and promotional materials produced play a key role in delivering departmental information. The final version of publications reflects the professional image of the department as does the departmental web site which is accessible to international markets and provides current and accurate information.
- Consequences of mistakes or errors are directly felt within the immediate work area and department; outside the department and on the general public.
- Any errors or omissions in public information can result in inaccurate information being provided to the public which can lead to negative impacts on corporate image.
- Consequences of mistakes or errors are typically identified and resolved within hours but may take longer depending on the nature of the mistake.

### **Development and Leadership of Others**

- Not responsible for the supervision of staff.
- Some development and leadership responsibilities exist including providing advice and guidance regarding work tasks and processes and coordinating various committees.

## **WORKING CONDITIONS**

### **Environmental Working Conditions**

- No special precautions or safety equipment is required.
- Limited likelihood of minor cuts, bruises, abrasions or minor illnesses.
- Fractures, injury or occupational illness resulting in partial or total disability typically do not apply to this class.
- Since the majority of work performed involves the use of computers and is typically performed in an open office environment, there is exposure to glare from computer screens and unusual, distracting noise.