



PUBLIC RELATIONS JOB FAMILY

CAREER PATH

Public Relations Specialist

This is a professional position responsible for conducting basic research to identify public information needs in order to draft relevant and routine agency communications (letters to constituents, press releases, standard presentations, etc.) for review. May perform advanced level graphic design, photography, and videography work, assist with agency social media efforts, and provide relevant informational services to the public. This professional position is also responsible for ensuring the execution of a public affairs function for an agency or program. Duties may include acting as a lead worker to assign, coordinate, and review research, communications, multimedia products, and social media work produced by lower-level professionals. An employee at this level may participate in developing high profile news releases and representing the agency to the public. May act as an agency liaison, disseminating information to newspapers, radio, television, communication networks, and internet-based media.

Knowledge, Skills, and Abilities

Working knowledge of and the ability to demonstrate understanding and successful interpretation, explanation, and application of all assigned areas of public relations, as well as the laws, principles, and practices as they are related to implementation within the agency.

Working knowledge of and the ability to demonstrate successful use of computer equipment and associated software/databases in the performance of duties.

Working knowledge of and the ability to demonstrate successful operation and use of designated photography and/or graphic design equipment and associated software systems in the performance of duties.

Knowledge of and the ability to demonstrate understanding of the agency's policies, procedures, rules, and regulations in the performance of duties.

Possess and demonstrate successful communication skills in English via all modes of communication.

Possess and demonstrate successful management and prioritization of work within predetermined deadlines and stressful/adverse situations.

Possess and demonstrate the ability to successfully work as a team member and positively interact with a variety of people, as well as work hours as assigned.



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Ability to demonstrate successful performance and adherence to the rules of conduct for Patrol employees in accordance with General Order 26-02, as well as all other applicable agency policy and procedures.

Ability to demonstrate successful performance and adherence to policy and procedure in the care and maintenance of restricted and confidential information in the performance of duties.

Ability to work with material that may be of a sexual nature relating to criminal activity (e.g., written material, photographs, and/or verbal language, etc.)

Minimum Requirements *(The following represents the minimum qualifications used to accept applicants, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education.):*

Bachelor's degree from an accredited institution.

Must be a United States Citizen, or a legal resident of a country participating in the Visa Waiver Program (VWP).

Necessary Special Requirements

Documented successful completion of at least 26 hours of professional skill development and leadership training each calendar year.

Pay grade: 24

FLSA Status: Non-Exempt

Work Schedule: An employee in this position works an eight-hour shift as directed; however, working hours are subject to change at the discretion of the commanding authority.

Effective: 07/01/2024

Reviewed: 07/01/2024

Revised: --