



## **PUBLIC RELATIONS JOB FAMILY**

### **CAREER PATH**

#### **Public Relations Coordinator**

This is a professional position responsible for directing and overseeing a public affairs function for a division or program within a state agency and/or overseeing an agency's multimedia production activities. Duties may include drafting policy, creating new approaches to solve complex public affairs issues, and informing strategic planning activities. An employee at this level may also be responsible for assisting with planning, organizing, and coordinating legislative matters relating to an agency's programs. They may supervise the writing and production of publications about agency programs and represent agencies and/or programs on high impact assignments such as a crisis task force, legislative proceeding, court testimony, etc. They may also supervise a small number of professional employees.

#### **Knowledge, Skills, and Abilities**

Comprehensive 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.

Comprehensive 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.

Knowledge of and the ability to demonstrate understanding and successful interpretation, explanation, and application of the principles and practices of supervisory and management techniques 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.



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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.

Ability to demonstrate successful performance in the engagement, training, mentoring, and supervision of assigned personnel and support staff.

Ability to demonstrate successful performance in the development of short and long-range plans that meet established objectives and contribute to the overall goals and mission of the agency.

Ability to demonstrate successful performance in the development of presentations and training programs, as well as in presenting and training others in the performance of duties.

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 and three years of relevant experience.

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 40 hours of professional development and leadership training each fiscal year, in accordance with 1CSR 20-6.010.



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Possess and maintain membership with at least one organization as it relates to assigned area of responsibility.

Possess and maintain certification with at least one organization as it relates to assigned area of responsibility.

**Pay grade:** 26

**FLSA Status:** 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:** --