I. INFORMATION OFFICER SERIES:

Information Officer I
Information Officer II
Information Officer III

II. SUMMARY OF SERIES:

Incumbents of positions in this series prepare various agency publications; respond to inquiries regarding agency programs and activities; coordinate publicity concerning agency activities; confer with agency personnel regarding agency programs, policies, activities, etc.; and perform related work as required.

The basic purpose of this work is to disseminate information to others concerning agency programs and activities.

III. ORGANIZATIONAL LEVELS:

Information Officer I is the entry-level professional job in this series.

Information Officer II is the first-level supervisory job in this series.

Information Officer III is the second-level supervisory job in this series.

IV. EXAMPLES OF DUTIES COMMON TO ALL LEVELS IN SERIES:

1. Prepares various agency publications such as newsletters, advertisements, informational posters, press releases and other public information material by determining subject matter, format and/or design, and by writing and editing material in order to explain agency programs or activities.

2. Responds to inquiries by providing information through written correspondence, by telephone or in person in order to explain agency programs and activities.

3. Coordinates publicity concerning agency activities by arranging press conferences, reviewing and evaluating news releases, writing scripts for radio or television programs or films, and directing the production of radio or television programs in order to ensure the accuracy and timeliness of information presented.

4. Obtains information concerning agency programs, policies, and activities, by conferring with appropriate agency personnel, by reviewing documents and related material and by attending conferences and meetings to be informed of relevant issues.
5. Performs related duties such as maintaining reference libraries, operating audiovisual equipment, maintaining records, preparing reports, and taking photographs at various events.

V. DIFFERENCES BETWEEN LEVELS IN SERIES:

Information Officer II:

Incumbents of positions at this level or higher also:

1. Provide on-the-job training to assigned employees.

Information Officer III:

Incumbents of positions at this level also:

1. Provide technical advice and guidance to employees involved in agency public information and public relations activities.

2. Monitor agency public information and public relations activities to ensure appropriateness and accuracy of content and to expand and improve media relationships.

3. Evaluate the effectiveness of publicity and/or information generated by the agency to determine impact and appropriateness.

VI. RELATIONSHIPS WITH OTHERS:

Major work contacts are with agency staff, the media and the general public.

VII. SUPERVISION RECEIVED:

Information Officer I:

Incumbents of positions at this level receive direct supervision from Information Officers or other employees of higher grade who provide instruction, assign work, and review performance through conferences and reports for accuracy and conformance with standard procedures.

Information Officer II:

Incumbents of positions at this level receive general supervision from Information Officers or other employees of higher grade who provide guidance on procedures, assign work, and review performance through conferences and reports for conformance with established standards.

Information Officer III:

Incumbents of positions at this level receive general supervision from administrative or other employees of higher grade who provide policy guidance, assign work, and review performance through conferences and reports for effectiveness.
VIII. SUPERVISION EXERCISED:

Information Officer I:

Incumbents of positions at this level exercise direct supervision (i.e., not through an intermediate level supervisor) over, assign work to, and review the performance of 1-5 professional or other personnel.

Information Officer II:

Incumbents of positions at this level exercise direct supervision (i.e., not through an intermediate level supervisor) over, assign work to, and review the performance of 6-15 professional or other personnel.

Information Officer III:

Incumbents of positions at this level exercise direct supervision (i.e., not through an intermediate level supervisor) over, assign work to, and review the performance of 1-5 professional personnel and indirect supervision (i.e., through an intermediate level supervisor) over 6-15 professional and other personnel.

IX. WORKING CONDITIONS:

Information Officers may travel for job-related purposes and may be required to work weekends, holidays and nights.

X. QUALIFICATIONS REQUIRED AT HIRE FOR ALL LEVELS IN SERIES:

1. Knowledge of the principles and practices of public relations.

2. Knowledge of methods and techniques used in the dissemination of information.

3. Knowledge of the terminology and standard abbreviations used in connection with the dissemination of information by means of television, radio, newspapers and magazines.

4. Knowledge of the principles of effective writing.

5. Ability to analyze and determine the applicability of publicity/public relations data, to draw conclusions and make appropriate recommendations.

6. Ability to understand, apply, and explain the laws, rules, regulations, policies, procedures, specifications, standards and guidelines governing agency operations.

7. Ability to supervise, including planning and assigning work according to the nature of the job to be accomplished, the capabilities of subordinates and available resources; controlling work
through periodic reviews and/or evaluations; determining subordinates' training needs and providing or arranging for such training; motivating subordinates to work effectively; determining the need for disciplinary action and either recommending or initiating disciplinary action.

8. Ability to determine proper format and procedures for assembling items of information.

9. Ability to gather information through observing and questioning individuals.

10. Ability to gather information by examining records and documents.

11. Ability to write concisely, to express thoughts clearly and to develop ideas in logical sequence.

12. Ability to prepare general reports.

13. Ability to maintain accurate records.

14. Ability to communicate effectively in oral expression.

15. Ability to make effective oral presentations.

16. Ability to establish rapport with persons from different ethnic, cultural and economic backgrounds.

17. Ability to establish rapport and deal effectively with the general public.

18. Ability to establish and maintain harmonious working relationships with others.

19. Ability to stimulate public interest.

20. Ability to adjust to changing situations, to meet emergency or changing program or production requirements.

Based on assignment, the following additional qualifications may be required at hire:

1. Ability to operate a motor vehicle.

Additional qualifications required at hire for Information Officer II and higher positions:

1. Knowledge of the principles, practices and techniques of supervision.
Additional qualifications required at hire for Information Officer III positions:

1. Ability to coordinate the efforts of others in accomplishing assigned work objectives.

XI. QUALIFICATIONS ACQUIRED ON JOB AT ALL LEVELS IN SERIES:

1. Knowledge of the laws, rules, regulations, policies, procedures, specifications, standards and guidelines governing agency operations.

2. Knowledge of photographic techniques.

3. Knowledge of the types and availability of public and private community-based organizations and sources used for the dissemination of information and the development of public relations materials and literature.

Additional qualifications acquired on job in Information Officer I positions:

1. Knowledge of the principles, practices and techniques of supervision.

XII. MINIMUM ENTRANCE REQUIREMENTS:

Information Officer I:

Applicants must have at least (A) two years of full-time, or equivalent part-time, technical or professional experience in public relations, publicity, advertising, or public information as a writer, reporter or journalist, or (B) any equivalent combination of the required experience and the substitutions below.

Substitutions:

I. An Associate's degree with a major in communications or advertising may be substituted for a maximum of one year of the required experience.*

II. A Bachelor's or higher degree with a major in journalism, advertising, communications, or public relations may be substituted for the required experience.*

*Education toward such a degree will be prorated on the basis of the proportion of the requirements actually completed.

Information Officer II:

Applicants must have at least (A) three years of full-time, or equivalent part-time, technical or professional experience in public rela-
tions, publicity, advertising, or public information as a writer, reporter or journalist, or (B) any equivalent combination of the required experience and the substitutions below.

Substitutions:

I. An Associate's degree with a major in communications or advertising may be substituted for a maximum of one year of the required experience.*

II. A Bachelor's degree with a major in journalism, advertising, communications or public relations may be substituted for a maximum of two years of the required experience.*

III. A Graduate degree with a major in journalism, advertising, communications or public relations may be substituted for the required experience.*

*Education toward such a degree will be prorated on the basis of the proportion of the requirements actually completed.

Information Officer III:

Applicants must have at least (A) four years of full-time, or equivalent part-time, technical or professional experience in public relations, publicity, advertising, or public information as a writer, reporter or journalist, and (B) of which at least one year must have been in a supervisory, administrative or managerial capacity, or (C) any equivalent combination of the required experience and the substitutions below.

Substitutions:

I. An Associate's degree with a major in communications or advertising may be substituted for a maximum of one year of the required (A) experience.*

II. A Bachelor's degree with a major in journalism, advertising, communications or public relations may be substituted for a maximum of two years of the required (A) experience.*

III. A Graduate degree with a major in journalism, advertising, communications or public relations may be substituted for a maximum of three years of the required (A) experience.*

*Education toward such a degree will be prorated on the basis of the proportion of the requirements actually completed.

NOTE: No substitutions will be permitted for the required (B) experience.
XIII. SPECIAL REQUIREMENTS:

Based on assignment, possession of a current and valid Massachusetts Class 3 Motor Vehicle Operator's license may be required.

Occupational Group 36

Revised 5/87