

<b>POSITION DESCRIPTION</b>		AGENCY/DEPT ID Department of Administrative Services DAS101200
DIVISION OR INSTITUTION Administrative Support	UNIT OR OFFICE Office of Communications	COUNTY OF EMPLOYMENT Franklin

POSITION NUMBER 20005410	<input type="checkbox"/> Reclassification <input type="checkbox"/> New Position <input checked="" type="checkbox"/> Update		Position Hyperlinked to <input type="checkbox"/>
USUAL WORKING TITLE OF POSITION Public Information Officer 1		POSITION NO. AND TITLE OF IMMEDIATE SUPERVISOR SEE TABLE OF ORGANIZATION	
<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary <input type="checkbox"/> Intermittent	<input type="checkbox"/> Classified <input checked="" type="checkbox"/> Unclassified <input type="checkbox"/> Essential	Overtime: <input checked="" type="checkbox"/> Eligible <input type="checkbox"/> Exempt  If FLSA Exempt, exemption type:	Bargaining Unit 22 PR 11 Page 1 of 1

NORMAL WORKING HOURS (Explain unusual or rotating shift):  
FROM: 8:00 a.m. TO: 5:00 p.m.

**JOB DESCRIPTION AND WORKER CHARACTERISTICS**

%	Job Duties in Order of Importance	Knowledge, Skills & Abilities
100	Under direction of the Department of Administrative Services (DAS) Senior Communications & Media Specialist for the Office of Communications: plans & directs communications solutions for the DAS Human Resources Division (HRD), Office of Benefits Administration Services (e.g., internal & external communications activities, approved regularly by directors from both DAS Communications and the DAS HRD, that support DAS-HRD-BAS goals); responsible for the planning and design of various information and marketing campaigns aimed at state employees who participate in state benefits programs; prepares and disseminates education and information materials reflecting agency and program benefits information; serves as the primary checkpoint regarding mass-official correspondence transmitted through mail or other means to state employees regarding their benefits & rights to benefits; interacts with HRD, HRD-BAS staff, the Joint Health Care Committee, the DAS Office of Collective Bargaining (OCB) & state agency representatives to determine how communication s or marketing activities may help solve a problem or improve a program; will measure & report progress of ongoing communications & marketing projects; serves as the communications and marketing consultant to the DAS HRD Office of Benefits Administration Services.	Knowledge of (1) benefits administration; (2) agency & state government policies & procedures*; (3) operations research techniques; (4) public relations; (5) English composition & grammar. Skill in (6) operation of personal computer & associated hardware/software (e.g., Photoshop, Illustrator, PageMaker, Freehand, Flash, Dreamweaver, MS Word & Excel); (7) graphics creation, page layout & web site design. Ability to (8) deal with many variables & determine specific course of action; (9) use proper research methods in gathering data; (10) gather, collate & classify information about data, people or things; (11) draft & edit administrative policies, procedures, informational booklets & directives.

\*Developed after employment.

JOB CODE TITLE  
Public Information Officer 1  
  
JOB CODE  
64421  
  
App 7-19-13 UAS

List Position Numbers & Job Titles of Positions Directly Supervised:	SIGNATURE OF AGENCY REPRESENTATIVE <i>Beta Gnanprasad</i>	DATE 7-12-13