

POSITION DESCRIPTION

OHIO DEPARTMENT OF ADMINISTRATIVE SERVICES

AGENCY
Office of Information Technology

DIVISION OR INSTITUTION
Director's Office

UNIT OR OFFICE
Administration

State Agency County Agency New Position Change

County of Employment
Franklin

USUAL WORKING TITLE OF POSITION
Public Relations/Communications Manager

POSITION NO. AND TITLE OF IMMEDIATE SUPERVISOR
60920.0 Deputy Director 3

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

JOB DESCRIPTION AND WORKER CHARACTERISTICS

%	Job Duties in Order of Importance	Minimum Acceptable Characteristics
60	<p>On behalf of the State Chief Information Officer/Director of Office of Information Technology (OIT), serves as Public Relations & Communications Manager: researches & responds to inquiries; develops & implements policies & procedures for dissemination of information regarding OIT; works with Transition Manager to implement & manage Communications Plan to furnish information & explain programs to OIT staff, customer agencies, legislators, government officials & general public & special interest groups; develops necessary policies & procedures to ensure OIT publications are appropriate, timely, & effective; uses marketing techniques (e.g., focus groups, usability studies, surveys) to evaluate effectiveness of OIT publications & recommends necessary improvements; works with agency communications officers & staff to create materials for distribution to state employees and OIT audiences (e.g., state employees, state agencies, OIT employees, legislature & general public); designs, writes & edits materials (e.g. instructional materials, manuals, public relations materials, newsletters & brochures) & develops marketing strategies to target specific audiences; attends publication production meetings; attends seminars/classes as needed to maintain knowledge of latest electronic & technological changes in publication software; represents Director on committees, task forces & at monthly project status meetings.</p>	<p>Knowledge of (1) business 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.</p>
40	<p>Prepares draft content for & manages OIT web site: works with Management Information Systems Administrator, web site editorial board, & agency webmasters to maintain integrity (e.g., consistent navigation, look & feel, editorial voice) of OIT web site.</p> <p>This position is in unclassified service per Section 124.11(A)(9) of Ohio Revised Code & is overtime exempt.</p>	<p>Knowledge of 2*, 3, 4, 5 Skill in 6, 7 Ability to 8, 9, 10, (12) update & maintain web sites.</p> <p>*developed after employment</p>

POSITION CONTROL NUMBER
61108.0

CLASS TITLE
Management Analyst Supervisor 2

CLASS NUMBER
63216

Apd 1-11-05 CB

List Position Numbers and Class Titles of Positions Directly Supervised:

SIGNATURE OF AGENCY REPRESENTATIVE

DATE



12/6/04