

Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed. Send the original to the Division of Personnel Services.
 CHECK ONE: NEW POSITION EXISTING POSITION

Part I - Items 1 through 12 to be completed by department head or personnel office.

1. Agency Name Kansas State Historical Society	9. Position No. K0067342	10. Budget Program Number 01031
2. Employee Name (leave blank if position vacant) Vacant	11. Present Class Title (if existing position) Public Information Officer II	
3. Division Administration	12. Proposed Class Title	
4. Section Public Information	For Use By Personnel Office	13. Allocation
5. Unit		14. Effective Date
6. Location City: Topeka County: Shawnee		15. By _____ Approved
7. (circle appropriate time) (Full time) (Perm.) Inter. Part time Temp. (%100)		16. Audit Date: By: Date: By:
8. Regular hours of work: (circle appropriate time) 8 a.m. – 5 p.m.		17. Audit Date: By: Date: By:

Agency Number

Position Number

PART II - To be completed by department head, personnel office or supervisor of the position

18. If this is a request to reallocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position.

19. Who is the supervisor of this position? (Who assigns work, gives directions, answers questions and is directly in charge.)

Name	Title	Position Number
	Public Service Administrator	K0245316

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
	Same as above	

20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.

Employee works in consultation with the supervisor within the framework of established guidelines but is expected to perform independently, showing considerable initiative. He/she will develop appropriate work sequences and continually review those procedures to ascertain improvement in methods and will consult with the supervisor about implementation. Only periodic checks are made by the supervisor.

21. Describe the work of this position using this page or one additional page only. (Use the following format for describing job duties:)

What is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

1. 40%

Administration

Supervises Public Information Officer I and Senior Graphic Designer. Determines communication priorities and objectives and evaluates the effectiveness of past efforts for the agency and serves as project manager for promotional efforts. Determines graphic design priorities in consultation with division directors and serves as project manager for design projects, maintaining a job tracking system for those projects. Monitors program budget, complies with established policies, and is accountable for working within budgets. Responsible for working with division directors to develop funding strategies for specific projects and/or grants. Serves on planning committees for the development and evaluation of projects to provide input on public relations. Gathers information from the public through audience surveys and analyzes data collected to help design better programs.

2. 35%

Agency Communications

Coordinates the communications plan for the agency, including its internet presence, publications, public relations efforts, social media, and board communications. Works with each of the divisions to communicate programs to appropriate audiences. Gathers data to evaluate the success of programs. Creates and maintains content on the Historical Society's website. Works with division directors in planning and executing web growth. Serves on the web team in planning for the website redesign. Serves as Historical Society liaison and works with other state, regional, and local agencies on issues of heritage tourism. Develops strategies and monitors progress for presenting the agency's programs to the public and represents the agency at public functions. Consults with the publications, graphic design, and other staff to develop promotional and public relations materials. Explains and interprets agency programs and services to the general public through public presentations and prepares legislative requests. Copy edits all of the agency publications including a quarterly publication, new letter, educational materials, the agency budget, web content, and other requested materials.

4. 15%

Media Liaison

Works in coordination with Public Information Officer I in media relations on an as needed basis. Confer in writing or orally with members of the communications media to establish and maintain liaison and to maximize broad exposure of agency events. Keeps staff apprised regarding critical news items affecting the agency.

5. 10%

Other Duties

Assumes responsibility for supervising after-hours program when appropriate for public relations. Prepares materials and reviews agency's annual report, including statistical information and analysis. Develops and evaluates quarterly work plans for public relations.

22.a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.

- (X) Lead worker assigns, trains, schedules, oversees, or reviews work of others.
- () Plans, staffs, evaluates, and directs work of employees of a work unit.
- () Delegates authority to carry out work of a unit to subordinate supervisors or managers.

b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.

<u>Title</u>	<u>Position Number</u>	<u>Name</u>
Public Information Officer I	K0131876	
Graphic Designer Specialist	K0091027	
Publications Writer I	K0049957	

23. Which statement best describes the results of error in action or decision of this employee?

- () Minimal property damage, minor injury, minor disruption of the flow of work.
- () Moderate loss of time, injury, damage, or adverse impact on health and welfare of others.
- (x) Major program failure, major property loss, or serious injury or incapacitation.
- () Loss of life, disruption of operations of a major agency.

Please give examples.

The employee could cause major public relations problems for the Society if he/she fails to work with the public and press in a proper manner. Could also result in loss of donations/income if society events are not properly advertised and promoted.

24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

Daily contact is made with Public Information Officer I and Graphic Designer Senior, various staff members, and members of the media and public for the purpose of coordinating public notices and events. Daily/weekly contact with Division Directors, Assistant Division Directors, and Executive Director to determine schedules/priorities.

25. What hazards, risks or discomforts exist on the job or in the work environment?

Physical fatigue, as well as eyestrain, can result using computer for long periods of time.

26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used.

Daily: Computer and Telephone

PART III - To be completed by the department head or personnel office

27. List in the spaces below the minimum amounts of education and experience, which you believe to be necessary for an employee to begin employment in this position.

Education – General -----Must possess the following:

Two years of experience conveying information and analysis through composition of reports, articles and manuals and making formal presentations or achieving a common understanding or solution when there is dissension. Education may be substituted for experience as determined relevant by the agency.

Education or Training - Special or professional

Major course work in public relations, journalism, English, communications, marketing, advertising, some graphic design, or publication or business administration.

Licenses, certificates and registrations

Driver's license

Special knowledge, skills and abilities

Knowledge of the principles and methods of planning and conducting a public information and relations program. Knowledge of the media used in public relations. Knowledge of audience-driven marketing. Knowledge of magazine production—research, writing, some layout.

Experience - Length in years and kind

At least two years of professional experience in a public information or public relations program, marketing or advertising. Prefer experience in a history related institution. Ability to write and edit various forms of promotional and information materials. Ability to analyze and evaluate public relations media and methods and judge probably public reaction. Ability to establish and maintain effective working relations with staff, media, and members of the public.

28. SPECIAL QUALIFICATIONS

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

Approved:

Signature of Employee

Date

Signature of Personnel Officer

Date

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date