

Oklahoma Department of Corrections
Unclassified Job Descriptor

PUBLIC INFORMATION MANAGER

Basic Purpose:

Positions in this job direct the department's public information/relations program.

Typical Functions:

- Plans public information/relations programs and projects; conducts special projects; represents the department at public programs and at professional conferences and seminars.
- Provides oversight for the preparation and distribution of a variety of department publications.
- Establishes and maintains cooperative relationships with public officials and agencies; maintains liaison with the media;
- Advises department managers on matters concerning the department's public image; serves as a public information consultant to department stakeholders and organizations which interact with the department; develops and implements marketing plans, evaluates sales and promotional programs;
- Manages the budget, contract, staff, and resources for the assigned area; provides in-service training to department staff

Knowledge, Skills, and Abilities:

Knowledge of public relations principles and techniques; of gathering and analyzing data; of planning, composing, and editing; of media and techniques used to present information to the public; and of the principles and practices of administration and management. Ability to communicate effectively both orally and in writing; to analyze situations and make decisions; to develop and monitor a budget; and to establish and maintain effective working relationships.

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Education and Experience:

Statutorily Required: N/A

Minimum Qualifications: Bachelor's degree in public relations, marketing, journalism, English or a related field and four (4) years of professional experience in writing, editing, radio and/or television, public relations or serving as a public information manager; or an equivalent combination of education and experience.