

DIRECTOR OF PUBLIC INFORMATION (KINGS COUNTY D.A.)

General Statement of Duties and Responsibilities

This is a management class of positions.

Under executive direction, administers a public information and community relations program in regards to the activities of the District Attorney's Office, and the services it provides.

Examples of Typical Tasks

Develops and administers a public information and community relations program in regards to the activities of the District Attorney's Office, and the services it provides.

Maintains liaison with Police, Fire and other law enforcement agencies regarding matters pertaining to mutual public relations.

Prepares, edits and disseminates to all communications media: news items, speeches, articles, pamphlets, scripts and other audio-visual material. Plans and coordinates these activities.

Advises the District Attorney on speeches, scripts, public statements and other public appearances. Prepares same as required.

Maintains good relationships with other public relations officers of city agencies, government agencies, civic and community organizations, academic institutions and general public.

Organizes all press conferences for the District Attorney, including conferences attended by major metropolitan area television and radio stations and print media.

DIRECTOR OF PUBLIC INFORMATION

(KINGS COUNTY D.A.) (continued)

Examples of Typical Tasks (continued)

Attends and keeps abreast of all major ongoing trials in agency and maintains full background knowledge of the cases leading to each trial.

Conducts analyses and evaluates statistics and other information for the confidential use of the District Attorney.

Handles diverse matters of a confidential and sensitive nature for the District Attorney.

Makes recommendations regarding new programs designed to increase public confidence in law enforcement; assumes responsibility for the execution of such programs as are approved by the District Attorney.

Ascertains and analyzes public opinion and reaction to departmental policies, services, activities and reports.

Qualifications Requirements

1. Graduation from an accredited college with a baccalaureate degree and four years of progressively responsible experience in journalism, public relations, advertising, or closely related fields; or
2. High school graduation or evidence of having passed an examination for a high school equivalency diploma plus 8 years of full-time, paid experience in the areas stated above; or
3. Education and/or experience equivalent to "1" or "2".

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(KINGS COUNTY D.A.) (continued)

Lines of Promotion

None. This class of positions is classified in the Non-Competitive Class.