

**New York State Department of Civil Service**  
DIVISION OF CLASSIFICATION & COMPENSATION

Classification & Salary Guidelines

**Occ. Code 2258500**

<b>Assistant Public Information Officer, NS</b>	<b>18, 23, M-1, M-2</b>	<b>2258500</b>
<b>Assistant Director Public Information, NS</b>	<b>23, M-1, M-2, M-3</b>	<b>2259800</b>
<b>Director Public Information, NS</b>	<b>M-1, M-2, M-3, M-4</b>	<b>2259900</b>

Brief Description of Class

Assistant Public Information Officers, NS, function as public information or multimedia specialist; and report to an Assistant Director Public Information, NS, or Director Public Information, NS.

Assistant Directors Public Information, NS, function as second-in-command of an agency's public information office under the general direction of the Director Public Information, NS.

Directors Public Information, NS, function as director of an agency's public information office under the general direction of the agency's executive.

Distinguishing Characteristics

*Assistant Public Information Officer*

The level of Assistant Public Information Officer is based upon the grade equivalent level of the Director Public Information and Assistant Director Public Information; agency size (small, medium, large, largest); degree, variety, and sophistication of public information function; reporting level within the agency; number, and level and make up of subordinate staff; and contacts within and outside the agency.

18: public information or multimedia specialist for a small sized public information program as described for Director Public Information, NS=M-1; reports to Director Public Information, NS=M-1, or Assistant Director Public Information or Assistant Public Information Officer, NS=Grade 23; may supervise lower-level staff.

23: public information or multimedia specialist for a medium sized public information program as described for Director Public Information, NS=M-2; reports to Director Public Information, NS=M-2, or Assistant Director Public Information or Assistant Public Information Officer at M-1; may supervise lower-level staff.

M-1: public information or multimedia supervisor for large and active public information program as described for Director Public Information, NS=M-3; reports to Director Public Information, NS=M-3 or Assistant Director Public Information, NS=M-2 or M-3, or Assistant Public Information Officer, NS = M-2 (or equivalent position); supervises positions at Grade 23 and below.

M-2: public information or multimedia supervisor for the largest and most active public information program as described for Director Public Information, NS = M-4; reports to Director Public Information, NS=M-4 or Assistant Director Public Information, NS=M-3 (or equivalent position); supervises positions at M-1 or Grade 25 and below.

#### *Assistant Director Public Information*

The level of Assistant Director Public Information is based upon such factors as grade equivalent level of the Director Public Information; agency size (small, medium, large, largest); degree, variety, and sophistication of the public information function; reporting level within the agency; number, level, and make up of subordinate staff; and contacts within and outside the agency.

Grade 23: assistant director for a small sized public information program as described for Director Public Information, NS=M-1; supervises Assistant Public Information Officers, Public Information Specialists 1, Multimedia Production Program Specialists 1, and Graphic Designers 1 and 2.

M-1: assistant director for a medium sized public information program as described for Director Public Information, NS=M-2; supervises Assistant Public Information Officers, Public Information Specialists 1 and 2, Multimedia Production Program Specialists 1 and 2, and Graphic Designers 1 and 2.

M-2: assistant director for large and active public information program as described for Director Public Information, NS = M-3; supervises one or more Assistant Public Information Officer (or equivalent position) that supervises Public Information Specialists 1 or 2, Multimedia Production Program Specialists 1 or 2, and Graphic Designers 1 and 2.

M-3: assistant director for the largest and most active public information program as described for Director Public Information, NS = M-4; supervises one or more Assistant Public Information Officer (or equivalent position) that supervises multiple Assistant Public Information Officers or Public Information Specialists 1, 2 or 3, Multimedia Production Program Specialists 1, 2 or 3, and Graphic Designers 1 and 2.

### *Director Public Information*

The level of Director Public Information is based upon factors such as agency size (small, medium, large, largest); degree, variety, and sophistication of public information function; reporting relationship; number, level, and make up of subordinate staff; and level of contacts within and outside the agency.

M-1: directs a small size public information program characterized by few contacts with the media, reports directly to the agency head or second-in-command; and supervises a small number of staff.

M-2: directs a medium size public information program characterized by a moderate number of contacts with the media; reports directly to an executive team in large or largest agencies, or agency head in small or medium sized agencies; supervises one or more Assistant Public Information Officers (or equivalent positions) that supervise multiple other public information positions.

M-3: directs large and active public information programs characterized by moderate number of contacts with the media on sensitive or controversial issues; oversees a staff in specialized titles in multimedia, graphic design, and publications production; reports directly to an executive at the large and largest sized agencies, or the agency head at small and medium size agencies; supervises one or more Assistant Directors Public Information, Public Information Managers, Assistant Public Information Officers (or equivalent positions) that supervise multiple other public information positions.

M-4: directs the largest and most active public information programs characterized by frequent contacts with high profile media outlets on significant and controversial topics; reports directly to an executive at the large and largest sized agencies, or the agency head at small and medium size agencies; supervises one or more Assistant Directors Public Information, Public Information Managers, Assistant Public Information Officers (or equivalent positions) that supervise multiple other public information positions.

The four categories of agencies are based on agency size and are as follows: largest (over 8,000 employees), large (1,501-8,000 employees), medium (500-1,500 employees), and small (fewer than 500 employees).

### Illustrative Duties

#### *Assistant Public Information Officer*

- Draft informational materials concerning agency activities.
- Write, edit, and distribute informational materials such as press releases, briefings, brochures, and other publications.
- Participate in various activities related to or in support of an agency's public information program.

- Maintain an agency's website content and social media channels.
- May supervise lower-level employees including support, creative, and information technology staff.
- Assist supervisor and other agency officials in planning, executing and evaluating the public information program.
- Work with supervisor or program staff to evaluate the effectiveness of communications; may analyze internal agency input or external customer input collected through surveys, focus groups, or interviews.

#### *Assistant Director Public Information*

- Answer media inquiries, and write press statements, working with executive staff to deliver accurate information, and prepare agency staff for interviews.
- Monitor press coverage of agency by compiling news clips and monitoring media outlets.
- Write remarks, speeches, testimonies, and presentations conveying the agency's mission and goals.
- Update websites; distribute content on social media; review social media posts to ensure accurate information.
- Ensure that State and agency branding standards are met.
- Assist Director Public Information to manage work unit, agency communication projects and public information campaigns, and ensure deadlines are met.
- Represent agency on press and communication related activities.

#### *Director Public Information*

- Direct agency news conference and interview arrangements.
- Establish communication policies and procedures to align with agency communication practices.
- Write position papers, press releases, proclamations, newsletter articles, social media posts, and legislative hearing statements.
- Draft and edit content for agency publications.
- Oversee the production of video and audio content.
- Review agency responses to press inquiries and FOIL requests; and ensure alignment with agency communication policies and procedures.
- Monitor staff assignments to ensure timely and accurate responses to press requests, news releases and conferences, and presentations.
- Represent the agency at press and news conferences.
- Supervise a team of public information and multimedia staff.

#### Minimum Qualifications

18: Bachelor's degree and two years of relevant experience.\*

23: Bachelor's degree and three years of relevant experience.\*

M-1: Bachelor's degree and four years of relevant experience.\*

M-2: Bachelor's degree and five years of relevant experience.\*

M-3: Bachelor's degree and six years of relevant experience.\*

M-4: Bachelor's degree and seven years of relevant experience.\*

\*Substitutions: four years of relevant experience or associate's degree and two years of relevant experience may substitute for bachelor's degree; J.D. or master's degree may substitute for one year of relevant experience; Ph.D. may substitute for two years of relevant experience.

**Note:** Classification & Salary Guidelines illustrate the nature and scope of duties and responsibilities of the exempt classes they describe, and the recommended salary ranges for such classes. These guidelines cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those recommended for appointment at the time the guidelines were written.

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