

Information Officer II
Essential Task Rating Results

Task #	Task Statement
2	Write news releases and alerts or advisories to get the organization's message out to interested parties (e.g., media, stakeholders, community organizations, the public).
3	Prepare collateral materials (e.g., talking points, fact sheets, brochures, testimony) to support the organization's message.
5	Develop content on internet or intranet web pages to convey information to various interested parties (e.g., employees, media, stakeholders, community organizations, the public).
6	Update content on internet or intranet web pages to convey information to various interested parties (e.g., employees, media, stakeholders, community organizations, the public).
7	Monitor and review internet and intranet web pages to ensure relevance and accuracy of the content.
8	Distribute news releases and other information material through publicity channels such as newspapers, news services, periodicals, radio, television and social media alerts or advisories to get the organization's message out to interested parties (e.g., media, stakeholders, community organizations, the public).
9	Plan, write, edit, and otherwise prepare more complicated information material for dissemination through all major means of communication (e.g., videos, social media platforms, webcasts, podcasts).
11	Draft speeches, briefing materials and/or talking points for designated individuals (e.g., management, subject matter experts, executive staff) to promote the organization's message and/or perspective.
13	Provide writing, editing and advisory service to other designated individuals (e.g., management, subject matter experts, executive staff).
14	Develop comprehensive communication and crisis management plans.
15	Develop policies and procedures (e.g., social media, interviewing protocol, media contact) for the organization on an as-needed basis.
17	Plan and direct the development of programs, events, and campaigns to promote the organization's message and availability of services and/or resources provided by the organization.
18	Arrange and coordinate media events, public appearances, lectures, speakers, subject matter experts or exhibits to get the organization's message out to interested parties.
21	Evaluate public information campaigns (e.g., advertising, outreach) for effectiveness and recommend appropriate changes.
22	Oversee and direct vendors and/or contractors to ensure the scope of the contracts and/or agreements are fully executed.
23	Coach designated individuals (e.g., management, subject matter experts, executive staff) in effective communication with the public and key stakeholders.

Task #	Task Statement
24	Respond to requests for information from the media or designate appropriate subject matter expert or information resource.
25	Meet with designated individuals (e.g., management, subject matter experts, executive staff) to identify trends and key interests and concerns and/or to provide advice on public relations implications of policy decisions and/or proposed actions.
26	Act as a representative and/or spokesperson for the organization before public groups, the news media, and/or to individuals who inquire regarding the organization's activities.
28	Establish and maintain interpersonal relationships with co-workers to promote a productive work environment.
29	Establish and maintain cooperative relationships with representatives of the news media, community, consumer, and public interest groups.
30	Conduct research and gather information from all relevant sources in preparation of work related materials (e.g., news releases, articles, speeches).
31	Analyze issues and develop solutions by identifying trends and analyzing important information to anticipate changes in circumstances or events.
32	Collect and evaluate information from outside sources to distribute to the organization's staff.
34	Research and analyze public understanding of the organization's programs, services, benefits, etc. and determine the need for additional outreach and education.
35	Conduct research and analysis to assess and measure communication and outreach effectiveness.
39	Conduct interviews to assess the qualifications of candidates applying for positions within the organization and make hiring decisions.