

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 Historical Society	9. Position No. K0244848	10. Budget Program Number 01031	Agency Number	
2. Employee Name (leave blank if position vacant) Vacant		11. Present Class Title (if existing position) Publications Writer I		
3. Division Administration		12. Proposed Class Title		
4. Section Publications	For Use By Personnel Office	13. Allocation		Position Number
5. Unit		14. Effective Date		
6. Location City _____ County _____		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: _____		

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 Information Officer II	K0067342
Who evaluates the work of an incumbent in this position?		
Name	Title	Position Number

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.

The employee works in consultation with supervisor within the agency's established plans, guidelines, and styles. The employee is expected to perform independently, showing considerable initiative. General instructions will be provided through email, face to face meetings, or other forms of communication. The employee will be free to develop appropriate work sequences and will continually review those sequences for efficiencies within general guidelines and standards set by the administrator. Assignments are provided verbally and through electronic means.

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?

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| 1. 40% | Creative Content – Writes and tells stories based in Kansas history through the agency’s various platforms: electronic, print, and social media. These may include publications, electronic newsletters, videos, and podcasts. Shoot stills, videos, and records audio as part of the content creation process. Uses tools like Microsoft Word, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva, GarageBand, Final Cut Pro to complete the content. Works with a team to plan and coordinate content to meet audience needs. |
| 2. 30% | Website – Ability to update agency website content and images. Works with a team to plan and coordinate content to meet audience needs. |
| 3. 10% | Program Support - Participates in agency planning teams to set communication priorities and increase public awareness of programs. |
| 4. 10% | Public Information and Media - Works with team to assist in writing news releases and announcements. Assists with coordinating responses to public requests for general information. Assists other staff members to answer media requests, requests from other state agencies, legislators, heritage tourism entities, and businesses. Provides prompt, friendly service, sometimes this requires working with sensitive information. |
| 5. 10% | Communications Support - Assists team with planning and coordinating special events and projects. May assist with marketing events, historical research, writing, evaluation, and other tasks as needed. |
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- 22.a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.
- 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>
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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.
 - 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 prompt and proper manner. Could also result in loss of donations/income if society events are not properly advertised and promoted.

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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 II, and various staff members. Contact as needed with members of the media and public for the purpose of coordinating public notices and events. Daily/weekly contact with Division Directors and Executive Director to determine schedules/priorities.

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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, tablet, camera, video camera, microphones, cables, adapters, and telephone, Windows and Apple OS

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:

Minimum six months experience in 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.

Preferred education - Graduation from an accredited four-year college or university.

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. Strong knowledge of proper grammar and editing styles. Ability to keep current with changing technology, internet marketing, and social media.

Experience - Length in years and kind

Prefer at least one year 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 and social media and methods and judge probable 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