

# 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 1 - Items 1 through 12 to be completed by department head or personnel office.**

1. Agency Name <b>Kansas Historical Society</b>		9. Position No. <b>K0131876</b>	10. Budget Program Number 01031	Agency Number	Position Number
2. Employee Name (leave blank if position vacant)		11. Present Class Title (if existing position) <b>Public Information Officer I</b>			
3. Division <b>Administration</b>		12. Proposed Class Title			
4. Section <b>Public Relations</b>		For Use By Personnel Office	13. Allocation		
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) <b>8 a.m. – 5 p.m.</b>			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
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Public Information Officer II

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
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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.

Employee works independently and within the framework of established plans, guidelines, and styles. 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?

1. 45%

**Writing, Research, and Interpretation**

The ability to write and speak effectively is critical to the success of this position. Writing creatively, quickly, and efficiently is essential. The position has an understanding of appropriate voice, audience, and platform; and is able to respond quickly to changing needs, by searching, verifying, and interpreting sources from the collections and beyond to prepare written analysis in varying lengths for a range of audiences. This position takes input, which at times may be conflicting, from a variety of people, offers creative options for the director of marketing and others to review, and produces interesting and accurate narratives for different uses. The position follows the Kansas Historical Society's style guidelines in preparing materials. The person is skilled in writing for a variety of media including the website, exhibit scripts, videos, audio, articles, social media, and books; and understands how to support the written narratives with appropriate imagery, artifacts, and records from the collections.

2. 20%

**Website**

Works to create and maintain interpretive and promotional content on the Historical Society's website utilizing the content management system. Able to work in the CMS environment and learn basic technical skills to make regular updates to the website and related systems.

3. 20%

**Marketing and Public Relations**

Able to compile statistical user information for the agency, provide some analysis, and to communicate that data in an understandable way. Can conduct in-person, telephone, online surveys, and focus groups to assess audience needs. The position is comfortable working with the public and elected officials. Understands how to make data-driven decisions and be proactive in evaluating statistics.

4. 5%

**Media Liaison**

Assists in messaging for the news media, which includes reaching out to staff members, researching, organizing information, promoting agency programs and activities, establishing relationships with media, conducting and coordinating media interviews, developing media communication tools, responding to media inquiries, speaking on behalf of the agency, and maximizing positive exposure of the Historical Society.

5. 5%

**Programming**

Provides input, guidance, and direction on marketing events and may assist in public programming in coordination with other staff members. Participates in brainstorming and planning with confidence and professionalism. May assume responsibility as producer/project manager for agency programs as needed.

6. 5%

**Other Duties**

Develops and evaluates quarterly work project plans. Represents agency as executive director's appointee on the state tourism board. May hire and supervise interns. With advanced notice work may require some evening and weekend hours.

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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, Senior Graphic Designer, 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.

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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, and telephone

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**PART III - To be completed by the department head or personnel office**

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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:

One year of 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.

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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.

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Licenses, certificates and registrations

Driver's license

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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.

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Experience - Length in years and kind

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.

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**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.

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**Approved:**

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Signature of Employee

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Date

\_\_\_\_\_  
Signature of Personnel Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Agency Head or  
Appointing Authority

\_\_\_\_\_  
Date