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| **Job Task Analysis** |
| **Job Identification: 27-3031** |
| **Job Title** | Public Information Officer  |
| **Job Purpose** | A Public Information Officer is a professional who provides the public and media with timely and accurate dissemination of information in matters of public interest and to provide a positive organizational image.  |
| **What are related job titles?** | \* Environmental Communications Specialist\* Lobbyist\* Media Relations Specialist\* Press Agent\* Press Secretary\* Public Affairs Officer\* Public Information Officer | \* Public Relations Counselor\* Public Relations Officer\* Public Relations Representative\* Publicist\* Publicity Agent\* Publicity Writer\* Public Safety\* Military |
| **What are the functions/tasks of the position?** | \*Determine if there are any limits on information release \* Develop material for use in media briefings\* Obtain approval of media releases. | Inform the media and conduct media briefings\* Arrange for tours and other interviews or briefings |
| **Importance** | **Knowledge** | **Skills** | **Abilities**  |
| High - 1 Average - 2Low - 3 | \*Communications and Media-1\*English Grammar-2\* Sales and Marketing-3\* Customer and Personal Service-2\* Administration and Management-1 | \* Active Listening-1\* Speaking-1\* Computer-2\* Social media-2\* Social Perceptiveness-2\* Time Management-2 | \* Oral Expression-1\* Oral Comprehension-1\* Speech Clarity-1\* Written Expression-1\* Speech Recognition-3 |
| **Professional Conduct Regulation**  | Code of ethicsEthics Pledge Global Standards |
| **Median Salary**  | $ 58,000 |
| **Education**  | Bachelors  |
| **2016 Jobs** | 259,000 |
| **2026 Jobs** | 282,000 |
| **Increase by 2020**  | + 9 %  |

Information obtained from Bureau of Labor Statistics.