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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 - 2  Low - 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 ethics  Ethics 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.