

<b>Job Task Analysis</b>			
<b>Job Identification: 27-3031</b>			
<b>Job Title</b>		Public Information Officer	
<b>Job Purpose</b>		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.	
<b>What are related job titles?</b>		<ul style="list-style-type: none"> <li>* Environmental Communications Specialist</li> <li>* Lobbyist</li> <li>* Media Relations Specialist</li> <li>* Press Agent</li> <li>* Press Secretary</li> <li>* Public Affairs Officer</li> <li>* Public Information Officer</li> </ul>	<ul style="list-style-type: none"> <li>* Public Relations Counselor</li> <li>* Public Relations Officer</li> <li>* Public Relations Representative</li> <li>* Publicist</li> <li>* Publicity Agent</li> <li>* Publicity Writer</li> <li>* Public Safety</li> <li>* Military</li> </ul>
<b>What are the functions/tasks of the position?</b>		<ul style="list-style-type: none"> <li>* Determine if there are any limits on information release</li> <li>* Develop material for use in media briefings</li> <li>* Obtain approval of media releases.</li> </ul>	<ul style="list-style-type: none"> <li>Inform the media and conduct media briefings</li> <li>* Arrange for tours and other interviews or briefings</li> </ul>
<b>Importance</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Abilities</b>
High - 1 Average - 2 Low - 3	<ul style="list-style-type: none"> <li>* Communications and Media-1</li> <li>* English Grammar-2</li> <li>* Sales and Marketing-3</li> <li>* Customer and Personal Service-2</li> <li>* Administration and Management-1</li> </ul>	<ul style="list-style-type: none"> <li>* Active Listening-1</li> <li>* Speaking-1</li> <li>* Computer-2</li> <li>* Social media-2</li> <li>* Social Perceptiveness-2</li> <li>* Time Management-2</li> </ul>	<ul style="list-style-type: none"> <li>* Oral Expression-1</li> <li>* Oral Comprehension-1</li> <li>* Speech Clarity-1</li> <li>* Written Expression-1</li> <li>* Speech Recognition-3</li> </ul>
<b>Professional Conduct Regulation</b>		Code of ethics Ethics Pledge Global Standards	
<b>Median Salary</b>		\$ 58,000	
<b>Education</b>		Bachelors	
<b>2016 Jobs</b>		259,000	
<b>2026 Jobs</b>		282,000	
<b>Increase by 2020</b>		+ 9 %	

Information obtained from Bureau of Labor Statistics.