

**Career Service Authority**

***Art Museum Marketing and Public Relations Representative***

Revised Date 12/23/07  
Revised By Patricia Anderson  
FLSA Code Exempt  
Est. Date 09/16/95

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***General Statement of Duties***

Assists organizational staff by providing information to the general public and to the media concerning agency activities.

***Essential Duties and Knowledge, Skill, and Ability Requirements***

1. Provides publicity for events and programs, responds to requests for information, and makes presentations as needed to employees, the public, and business and civic organizations, and may organize special public relations events.
  - *Skill in establishing and maintaining effective working relationships with other employees, organizations and the public.*
  - *Skill in utilizing the principles and practices of effective and persuasive communications to elicit and/or present explanatory or interpretive information.*
  - *Knowledge of marketing strategies sufficient to be able to manage public relations and facilitate information to the public through media.*
2. Produces and distributes agency publications, and ensures all copy meets established standards for appearance and editorial content.
  - *Skill in establishing and maintaining effective working relationships with other employees, organizations and the public.*
  - *Skill in utilizing the principles and practices of effective and persuasive communications to elicit and/or present explanatory or interpretive information.*
  - *Skill in interpreting and applying written guidelines, precedents and work practices to standardized work situations or specific cases.*
  - *Skill in recognizing non-standardized situations and preparing recommendations for problem resolution.*

3. Compiles information and data, verifies documentation, selects and writes material, and coordinates printing and artwork for agency publications.
  - *Knowledge of standards, methods, and practices of design, layout, and composition of printed materials sufficient to be able to compose and design forms, leaflets, posters, books, booklets, brochures, newsletters, and other publications.*
  - *Knowledge of grammar, spelling, punctuation and sentence structure sufficient to be able to write reports.*
  - *Skill in exercising initiative, judgment, and decision making in solving problems and meeting organizational objectives.*
  - *Skill in independently adapting, interpreting and applying written guidelines, precedents and standardized work practices to a variety of unprecedented or problematic situations.*
4. Researches and compiles information on public relations strategies, evaluates operations and procedures, makes recommendations, and may prepare reports for senior staff.
  - *Knowledge of grammar, spelling and punctuation sufficient to be able to compose and edit correspondence, reports or memoranda.*
  - *Skill in exercising initiative, judgment, and decision making in solving problems and meeting organizational objectives.*
5. Takes still photographs for prints and slides for print media or for inclusion with integrated media presentations.
  - *Skill in using still photography and related equipment.*
6. Some positions create, design, or utilize computer programs for marketing and publications purposes.
  - *Skill in using computers and a variety of software.*
7. Some positions perform as liaison and agency representative to the City Council and to other city agencies.
  - *Skill in establishing and maintaining effective working relationships with other employees, organizations and the public.*
  - *Skill in utilizing the principles and practices of effective and persuasive communications to elicit and/or present explanatory or interpretive information.*

8. Plans, schedules, coordinates, assigns work and establishes goals and priorities for subordinate employees.
  - *Knowledge of supervisory principles and practices sufficient to be able to establish priorities, assign and review work and resolve problems.*
9. Interviews and selects employees reporting directly to this position, provides ongoing feedback regarding level of performance, and performs formal evaluation of employee.
  - *Knowledge of interviewing techniques sufficient to be able to select and hire appropriate personnel for positions.*
10. Performs other related duties as assigned or requested.

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*Any one position may not include all of the duties listed. However, the allocation of positions to this class will be determined by the amount of time spent in performing the primary duties listed above.*  
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## ***Job Requirements***

### **Level of Supervision**

May perform supervision over subprofessional employees.

### **Guidance and Decision Making**

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guidelines in order to interpret precedents, adapt standard practices to differing situations, and recommended alternative actions in unprecedented situations. Work assignment is performed within an established framework under general instructions. Employee is responsible for determining time, place, and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices or precedents may be discussed with the supervisor before being initiated. Completed work is generally reviewed for soundness of judgment, conclusions, adequacy and conformance to policy.

### **Interpersonal Communications**

Contacts with the public or employees where explanatory or interpretive information is exchanged, gathered or presented.

### **Physical Demands**

Sitting: remaining in the normal seated position.  
Reaching: extending the hand(s) and arm(s) in any direction.  
Handling: seizing, holding, grasping, or otherwise working with hand(s)  
Fingering: picking, pinching, or otherwise working with fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Eye/hand/foot coordination: performing work through using two or more.

**Vision Requirements**

Far Acuity: ability to see clearly at 20 feet or more.

Near Acuity: ability to see clearly at 20 inches or less.

**Mental Demands**

Memorization

Oral Comprehension

Spatial Orientation

Written Comprehension

**Working Conditions**

Subject to many interruptions

**Minimum Education**

Baccalaureate Degree in Communications, Public Relations, Public Administration, Marketing, Business, or a related field.

**Minimum Experience**

One year of experience performing staff support functions in preparation and presentation of informational materials, and including the use of word-processing equipment.

**Equivalency**

Three years of experience at the Clerical Technician level and 30 semester hours of post high school coursework may be submitted for the education requirement.

**Licensure and Certification**

Some positions may require a valid Colorado Class "R" Driver's License at time of application.

Some positions require the completion of the Career Service Authority supervisory training course prior to the end of probation.