

## **NoRTEC JOB SPECIFIC SKILLS COMPETENCY**

### **PUBLIC RELATIONS REPRESENTATIVE/ASSISTANT DOT: 165.167.014**

#### **CORE SKILL COMPETENCIES/INDICATORS:**

1. Assists in planning public relations programs designed to promote and maintain a favorable public image for the agency and/or customer. (R, IN, I, S)
2. Assists in developing information items designed to inform the public of agency's programs, accomplishments and/or point of view. (R, IN, I, S)
3. Arranges public relations efforts to meet the needs, objectives, and policies of the agency, customers, special interest groups, business concerns, nonprofit organizations, and/or governmental agency. (R, IN, I, S)
4. Assists in preparing and distributing fact sheets, news releases, photographs, scripts, motion pictures, or tape recordings to media representatives and/or the general public. (R, IN, I, S)
5. Assist in purchasing and/or securing advertising space and time. (R, IN, I, S)
6. Assists in conducting public-contact programs designed to meet agency's objectives, utilizing knowledge of changing attitudes and opinions of consumers, clients, employees, or other interest groups. (R, IN, I, S)
7. Assists in promoting goodwill through publicity efforts, such as speeches, exhibits, films, tours, and question/answer sessions. (R, IN, I, S)
8. Assists in setting up and implementing community projects, including public, social, and business gatherings. (R, IN, I, S)
9. Assists in gathering research data, creation of ideas, writing copy, and/or lay out of artwork. (R, IN, I, S)
10. Assist in developing special projects involving fund raisers and/or political issues. (R, IN, I, S)
11. Coordinate with production teams for television and other media events/ promotions. (R, IN, I, S)
12. Appropriately operates a computer and utilizes a word processing software program (identify software program) to compose letters, press releases, etc. (R, IN, T)