

**Occupational Information**

**Business Development and Marketing Occupations**

Positions in this occupational group are assigned to manage, supervise, advise, and complete work pertaining to the following job families:

- Business Development
- Marketing and Sales
- Public Relations

**Job Family Information**

**Public Relations**

Positions in this job family are involved in planning, developing or implementing internal or external communication strategies or plans to represent the position of the state, agency, or program by identifying emerging concerns, risks or key trends. Positions may direct efforts to solicit public input on policy, regulation or bring about acceptance. Establish or maintain cooperative relationships with community representatives, consumers, employees or industry; arrange public appearances, contests, lectures or exhibits to increase product or service awareness. Develop content or release through various channels using print, voice or digital media. Position may plan, direct or implement crisis communication or incident response plans.

The information provided below is characteristic of the type and level of work associated with this job family. Individual positions may be assigned some or all of the accountabilities and responsibilities identified below as well as other related duties.

**Typical Responsibilities and Accountabilities**

Formulate, consult, advise and implement strategic change, both within and outside the organization. Balance organizational goals, policies, customer expectations, legislative priorities, legal considerations and financing. Participate with executive leadership to establish goals. Provide consultation and advice to support, persuade and influence the establishment of organizational goals. Facilitate comprehensive planning to define needs for human, financial and systems resources. Oversee strategic initiatives and ensure progress or redirection of plans. Take or effectively recommend actions that control or implement organizational policies. Provide an inclusive workplace fostering the development of others, facilitating cooperation and teamwork, and supporting constructive resolution of conflicts. Make decisions affecting the long range plans of the organization's legislative, funding and human resource needs.

**Supervision Received**

Positions in these classes receive general supervision from an Agency Head, Deputy Agency Head or higher level Administrator who reviews work through meetings and by reading status reports. Work is reviewed for conformance to law, rule, policy, and adherence to the operational budgets. Positions are also responsible for providing consultation or advice conforming with the collective bargaining agreements, where applicable.

**Distinguishing Features Between Classification Levels**

**Consultant/Advisor of Public Relations**

**Scope and Impact of Decisions:** Consultation and advice are based on a balanced assessment of internal and external interest; including financial, legal, and legislative impacts. Provide expert design and completion of complex and high profile projects within an agency or on multi-discipline cross-agency projects. Make decisions that impact and influence the strategic plan of medium or higher level agency or divisions of comparable scope.

**Qualification Standards**

The standards outlined provide candidates who have achieved a suitable knowledge and skill consideration for entrance into the defined job through education, experience or equivalent combination.

**Consultant/Advisor of Public Relations****IPR68****Consultant/Advisor of Public Relations**

- A Bachelor degree in Business, Public Administration, Marketing, Communications, English, Humanities, Organization Development, Journalism, Public Relations or Social Sciences and 6-8 years of progressive, related experience; **or**
- an equivalent combination of education (higher-level degree) and related experience; **or**
- equivalent related experience.

**NOTE:** Agencies may identify additional qualifying degree types and special qualifications specific to the position. Related experience must provide the necessary knowledge, skills, and abilities to perform the functions of the position and its classification proficiently.

IPR68 Adopted/Revised: