

# Public Information Specialist

**Location: Indiana State Board of Animal Health**

1202 E. 38<sup>th</sup> Street; Discovery Hall, Ste. 100  
Indianapolis, IN, US, 46205

Apply Online: <https://workforindiana.in.gov/job/Indianapolis-Public-Information-Specialist-IN-46204/894729800/>

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### **About the Indiana Board of Animal Health (BOAH):**

BOAH operates under the direction of an 11-member board of animal industry professionals to:

- Protect Hoosiers' investment in animal agriculture, wildlife, horses and companion animals.
- Protect public health by preventing and controlling the spread of animal diseases, such as rabies, which pose a threat to people.
- Maintain a vital link in a safe food supply through the state meat and poultry and dairy inspection programs.
- Help people and their animals who are victims of large-scale disasters such as floods and tornadoes.

### **Role Overview:**

The Public Information Specialist assists the Communications Director to prepare and distribute agency information directly to constituents and through various media outlets. You will research, write, print, and post educational and informational articles to communicate the progress of the agency.

### **A Day in the Life:**

The essential functions of this role are as follows:

- Monitor current events (local, state, national and international) related to animal health and food safety to identify public relations/education opportunities on behalf of BOAH. Consult with the Communications Director on appropriate action(s) to be taken to communicate BOAH messages to the public (including veterinary practitioners), either directly or via the media.

- Provide story ideas and news leads to media (in form of print, video or audio news releases, and/or personal contact). Work with media to place stories. Build and maintain good working relationships with members of the media.
- Share BOAH- and animal health-related news items/information within the agency, as appropriate.
- Work with all BOAH divisions to create and update information on the homepages comprising the BOAH website. Work with internet provider for completing updates, as needed.
- Answer public inquiries via phone, email and mail.
- Work with Director to maintain content on agency's social media outlets (Facebook, Twitter, LinkedIn, YouTube).
- Coordinate the use of the agency display at trade shows. Handle details of trade shows, including registration, setup/tear-down scheduling, transportation and staffing. Maintain displays and materials, as well as contribute to the design and messaging.
- Attend (as needed) trade shows, including working the display, as required, for specific events and projects.
- Work with agricultural commodity groups and related agencies/industry partners on joint programs and promotional/ educational opportunities to increase target audience message awareness for specific BOAH initiatives.
- Assist with development, production and editing of training and informational videos.
- Research and write press releases, veterinary advisories, agency newsletters, feature articles (including ghostwritten guest columns for trade publications), PowerPoint presentations and collateral materials/brochures addressing specific topics, programs and agency initiatives.
- Build and maintain a library of photos, graphics and slides for use in agency publications, slide shows, displays, training, etc.
- Assist all divisions with public communication, including editing and proofreading presentation materials, reports, letters, articles, and social media and website content to ensure consistent, high-quality messages.
- The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time.

#### **What You'll Need for Success:**

- Extensive knowledge of agency programs and its objectives.
- Excellent communications skills, including writing for print, online and social media.
- Specialized knowledge of journalistic principles and procedures to be followed in preparation of news releases and other written products.
- Working knowledge of photography and audio-visual equipment.
- Ability to use desktop publishing and graphic design software, as well as social media platforms and website content management software.
- Good judgement and the ability to deal with public, other agencies and news media in a public relations and public informational role.
- Basic understanding/knowledge of animal health/agriculture will be helpful to this position.

#### **Supervisory Responsibilities/Direct Reports:**

This role does not provide direct supervision to direct reports. This position reports to the Communications Director.

#### **Benefits of Employment with the State of Indiana:**

The State of Indiana offers a comprehensive benefit package for full-time employees which includes:

- Three (3) medical plan options (including RX coverage) as well as vision and dental plans
- Wellness program (offers premium discount for the medical plan and gift cards)
- Health savings account, which includes bi-weekly state contribution
- Flexible work scheduling options, including the potential for hybrid remote work for employees whose work may be performed outside state facilities
- Deferred compensation 457B account (similar to 401k plan) with employer match
- Two (2) fully funded pension plan options
- A robust, comprehensive program of leave policies covering a variety of employee needs, including but not limited to:
  - 150 hours of paid new parent leave
  - Up to 15 hours of paid community service leave
  - Combined 180 hours of paid vacation, personal, and sick leave time off
  - 12 paid holidays, 14 on election years
- Education Reimbursement Program
- Group life insurance
- Referral Bonus program
- Employee assistance program that allows for covered behavioral health visits
- Qualified employer for the Public Service Loan Forgiveness Program
- Free Parking for most positions
- Free LinkedIn Learning access

**Salary:**

This position traditionally starts at \$30,082 - \$33,090 per year and may be commensurate with education, training, and/or experience.

**Equal Employment Opportunity:**

The State of Indiana is an Equal Opportunity Employer.