



# NATIONAL QUALIFICATION SYSTEM (NQS)

POSITION TASK BOOK  
FOR THE POSITION OF

## PUBLIC INFORMATION OFFICER

Version: March 2024

Check the appropriate position type:

Single Type

*(All WVEMD SEOC positions are Single Type)*

<b>POSITION TASK BOOK ASSIGNED TO:</b>
TRAINEE'S NAME:
DUTY STATION:
PHONE NUMBER:
E-MAIL:
<b>POSITION TASK BOOK INITIATED BY:</b>
OFFICIAL'S NAME:
TITLE:
DUTY STATION:
PHONE NUMBER:
E-MAIL:
<b>POSITION TASK BOOK WAS INITIATED:</b>
LOCATION:
DATE:

## Required Training

The following courses are required for full PTB completion:

CATEGORY	CODE	TITLE
General	IS-100	Introduction to the Incident Command System
	IS-200	Basic Incident Command System for Initial Response
	IS-700	An Introduction to the National Incident Management System
	IS-800	National Response Framework, An Introduction
Professional Development Series	IS-120	An Introduction to Exercises
	IS-230	Fundamentals of Emergency Management
	IS-235	Emergency Planning
	IS-240	Leadership and Influence
	IS-241	Decision Making and Problem Solving
	IS-242	Effective Communication
Advanced ICS	G-0191	Emergency Operations Center/ICS Interface
	IS-2200	Basic Emergency Operations Center Functions

## Recommended Training

The following courses are **not** required for full PTB completion, but are recommended to enhance your understanding of this position:

CATEGORY	CODE	TITLE
Advanced ICS	ICS 300	Intermediate ICS for Expanding Incidents
	ICS 400	Advanced ICS
Position Specific	E/L 952	NIMS ICS All-Hazards Position Specific, Public Information Officer

### Task Completion Codes

- (C) – Task performed in a classroom or training setting.
- (E) – Task performed during full-scale exercise.
- (F) – Task performed during a functional exercise.
- (T) – Task performed during a tabletop exercise.
- (I) – Task performed during a real-life incident or event.
- (J) – Task performed during day-to-day job duties.
- (A) – Task may be endorsed at any time.

#### ***Task Category: Perform action tracking***

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
1. Collect and track open tasks, issues and action items through resolution.	E, F, I		
2. Communicate about tasks, issues, and action items horizontally and vertically as necessary to create awareness and ensure completion.	E, F, I		

#### ***Task Category: Complete common coordination and accountability tasks associated with all positions within the EOC***

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
3. Demonstrate understanding of EOC activation and operations, including how your function relates to other incident support activities: <ul style="list-style-type: none"> <li>• Demonstrate general awareness of local risks and hazards</li> </ul>	C, E, F, I, T		
4. Maintain positive, calm demeanor to promote a positive work environment.	E, F, I		
5. Demonstrate effective communication skills, such as the ability to translate technical jargon into plain language.	E, F, I, J		
6. Comply with relevant health and safety requirements.	E, F, I		
7. Demonstrate understanding of EOC Continuity of Operations (COOP), succession, emergency procedures, and safety guidelines.	C, E, F, I, T		
8. Participate in the EOC planning process.	E, F, I		
9. Participate in appropriate EOC meetings and briefings related to your assigned function.	E, F, I		
10. Follow general internal and external information flow processes: <ul style="list-style-type: none"> <li>• Demonstrate knowledge of information management systems, such as incident management software</li> </ul>	E, F, I		

<b>11.</b> Manage essential elements of information and critical information requests in accordance with processes and procedures: <ul style="list-style-type: none"> <li>● Follow EOC approval authorities</li> <li>● Properly handle Personally Identifiable Information (PII) and sensitive information</li> <li>● Provide proper documentation for record-keeping and accountability</li> <li>● Provide information for reports and leadership decisions</li> </ul>	E, F, I		
<b>12.</b> Practice proper knowledge management processes and procedures: <ul style="list-style-type: none"> <li>● File structures</li> <li>● Naming conventions</li> <li>● Archiving processes</li> <li>● Position logs</li> </ul>	E, F, I		
<b>13.</b> Follow processes for resource requests, prioritization, deployment, tracking, reassignment, and demobilization.	E, F, I		
<b>14.</b> Participate in orderly transition of resources and processes from response to recovery.	E, F, I		
<b>15.</b> Transfer responsibilities upon completion of assignment: <ul style="list-style-type: none"> <li>● Transfer to replacement, recovery personnel, or other responsible party</li> <li>● If necessary, shift responsibilities to a non-disaster/day-to-day job</li> </ul>	E, F, I		
<b>16.</b> Participate in EOC training and exercises.	E, F		
<b>17.</b> Participate in after action review and improvement planning.	E, F, I, T		

**Task Category: Collect and store documents and records**

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
<b>18.</b> Follow document and records management procedures and policies.	E, F, I		
<b>19.</b> Brief EOC personnel on document management processes and related staff responsibilities.	E, F, I		
<b>20.</b> Monitor, review, and assess activity logs, charts, and records for completeness and follow up on any that are incomplete.	E, F, I		
<b>21.</b> Collect and package information for after action review.	E, F, I		

**Task Category: Provide documents and records upon request**

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
<b>22.</b> Monitor compliance with information management processes and procedures.	E, F, I		
<b>23.</b> Perform real-time documentation collection and storage.	E, F, I		
<b>24.</b> Archive documents such as activity logs, charts, and records.	E, F, I		

<p>25. Respond to internal requests for archived information, such as:</p> <ul style="list-style-type: none"> <li>● Lessons learned from past disasters, incidents, and events</li> <li>● Previous incident information</li> </ul>	E, F, I		
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**Task Category: Manage EOC-related efforts to provide information and warning to the public**

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
26. Demonstrate working knowledge of traditional media and social media.	E, F, I, J		
<p>27. Collect and validate information:</p> <ul style="list-style-type: none"> <li>● Establish ways to collect information from the public</li> <li>● Analyze traditional media and social media for accuracy and critical communications needs</li> <li>● Validate information</li> <li>● Identify emerging trends and issues</li> </ul>	E, F, I, J		
28. Coordinate with EOC situational awareness personnel for shared analysis of information.	E, F, I		
29. Handle Personally Identifiable Information (PII), Health Insurance Portability and Accountability Act (HIPAA) information, and other sensitive materials appropriately	E, F, I, J		
30. Disseminate information using methods such as traditional media, social media, and public alert and warning systems.	E, F, I		
<p>31. Manage media relations:</p> <ul style="list-style-type: none"> <li>● Establish and maintain lines of communication with the media</li> <li>● Schedule interviews</li> <li>● Create media briefing packets</li> <li>● Organize and lead media visits</li> </ul>	E, F, I		
<p>32. Coordinate news conferences and public briefings:</p> <ul style="list-style-type: none"> <li>● Prepare speakers</li> <li>● Engage interpreters</li> <li>● Follow up with media</li> </ul>	E, F, I, J		
33. Coordinate VIP visits.	E, F, I		
34. Draft and obtain approvals for press releases, emergency announcements, educational flyers, safety tips, fact sheets, etc.	E, F, I, J		
<p>35. Coordinate with internal and external stakeholders:</p> <ul style="list-style-type: none"> <li>● Attend meetings, as appropriate</li> <li>● Ensure development of internal talking points</li> </ul>	E, F, I		
<p>36. Ensure messages are accessible to all, including those with limited English proficiency, disabilities, and access and functional needs:</p> <ul style="list-style-type: none"> <li>● Ensure accessibility and engage interpreters</li> </ul>	E, F, I, J		
<p>37. Establish contact with other EOC organizations and other public affairs personnel:</p> <ul style="list-style-type: none"> <li>● Establish information-sharing priorities and processes</li> </ul>	E, F, I		

<b>38.</b> Understand plans and procedures for Joint Information Center (JIC) and Joint Information System (JIS) operations: <ul style="list-style-type: none"> <li>● Manage the JIC/JIS, as appropriate</li> <li>● Liaise with other JIC/JIS entities</li> </ul>	E, F, I		
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***Task Category: Advise the EOC Policy Group, leadership, and personnel about public information and warning***

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
<b>39.</b> Advise the EOC Policy Group, leadership, and staff on potential issues and suggest means of addressing issues and managing public expectations.	E, F, I		
<b>40.</b> Recommend activation of public alert and warning systems such as the Emergency Alert System (EAS) and the Wireless Emergency Alerts (WEA) system, as appropriate.	E, F, I		
<b>41.</b> Advise on establishing the JIC and JIS.	E, F, I		
<b>42.</b> Develop and implement a public information strategy: <ul style="list-style-type: none"> <li>● Collect information from EOC personnel to develop and refine the strategy</li> </ul>	E, F, I		

***Task Category: Represent your organization and support EOC activities***

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
<b>43.</b> Demonstrate subject matter expertise related to the organization you represent.	E, F, I, J, T		
<b>44.</b> Demonstrate understanding of your organization's policies, plans, resources, and constraints.	E, F, I, J, T		
<b>45.</b> Demonstrate ability to reach back to your organization and commit resources.	E, F, I		
<b>46.</b> Evaluate and monitor the situation and advise supervisor and other appropriate personnel: <ul style="list-style-type: none"> <li>● Identify problems and recommend solutions</li> <li>● Provide essential elements of information to those serving in a situational awareness function</li> <li>● Provide information to represented organization and third parties</li> <li>● Demonstrate ability to forecast resource needs, potential consequences, and cascading effects of action or inaction</li> </ul>	E, F, I		
<b>47.</b> Proactively coordinate with other organizational representatives on issues such as: <ul style="list-style-type: none"> <li>● Shared resources</li> <li>● Cascading effects on organizations</li> <li>● Efficiency of assistance</li> <li>● Resource availability</li> </ul>	E, F, I, T		
<b>48.</b> Brief relevant audiences on represented organization's issues related to the incident.	E, F, I		
<b>49.</b> Represent the organization in the planning process.	E, F, I		

50. Communicate back to your organization to share situational awareness.	E, F, I		
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**Task Category: Understand discipline-specific resource streams**

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
51. Track organizational resources, associated costs, and logistical concerns.	E, F, I		
52. Follow the EOC's process for providing your organization's resources.	E, F, I		
53. Initiate resource requests on behalf of your organization: <ul style="list-style-type: none"> <li>• Understand organizational Memorandums of Understanding (MOU), Memorandums of Agreement (MOA), existing contracts, and discipline-specific state and Federal support</li> </ul>	E, F, I		