

Spokane Regional Clean Air Agency - Public Information Specialist Position  
Supplemental Questions

*Be prepared to answer these questions once you access the online application system.*

1. Describe how you meet the preferred requirement of two years of work experience in the development and implementation of public relations and marketing strategies/programs.
2. Describe your experience conducting community outreach. Provide specifics regarding outreach goals, partners, audience(s), and measurable outcomes.
3. Describe your role in developing and disseminating informational materials such as brochures, newsletters, social media posts, blogs, articles, etc.
4. When promoting an event or program, which communications outlets would you use for promotion purposes and why?
5. Describe your experience in maintaining a professional presence on social media platforms like Facebook, Twitter, Instagram, and LinkedIn.
6. What experience do you have working with public or non-profit organizations? What did you find most challenging and most rewarding?
7. How have you managed judgment calls that involve sharing information with the public? What was your thought process?