

**DISTINGUISHING FEATURES OF THE CLASS**

The work involves responsibility for serving as the public spokesperson for various governmental agencies or large municipal departments in political subdivisions of government through the communication of the entities philosophy, goals, and programs. This communication is achieved through relations with governmental entities at the local, county and State level, developing and implementing a strategic marketing plan including digital presence, website design and activity, and managing the activities of professional advertising agencies. Additionally, incumbent interacts with local regional media, prepares and reviews all written material including newsletters, news articles, advertisements and all promotional material to publicize the organization's activities and goals. Also prepares the release of information via press releases, media information meetings/events. An incumbent evaluates or assists in the evaluation of information materials and projects to determine effectiveness and clarity of same and whether these materials meet the informational needs of the public. Does related work as required.

**TYPICAL WORK ACTIVITIES**

Designs and implements public information program;  
Coordinates and maintains direct contact with elected officials regarding the agency's activities;  
Manages contractual relationships and production of material with professional advertising agency;  
Researches, writes and designs newsletters and other print or digital information, news releases, brochures, and narrative reports describing the agency's activities and objectives;  
Defines agency's message and disseminates information to internal staff;  
Develops and manages agency's digital presence on website and via multiple on-line platforms;  
Responds to community inquiries via email, website and social media;  
Responds to Freedom of Information requests;  
Collects, assembles and compiles information on departmental activities;  
Assists assigned governmental units in planning special publicity programs;  
Compiles and maintains email and mailing lists, databases and media libraries;  
Prepares exhibits and other public displays for presentations;  
Assists officials and staff in editing articles, speeches, ads and correspondence;  
Develops specifications, issues bids, evaluates proposals, negotiates and initiates contracts, performing contract and project oversight of public relations under contract to the agency or department.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

Thorough knowledge of all media used in public relations, their characteristics and applicability;  
Thorough knowledge of the principles and practices of effective written communications;  
Good knowledge of proper English usage, spelling and punctuation;  
Good knowledge of digital outreach via various social media platforms;  
Working knowledge of the organization, the agency or program objectives, and its operations as they relate to activities of this position.

Skill in writing various forms of informational material;  
Ability to speak to various groups;  
Ability to prepare and deliver news and feature material;  
Ability to plan and prepare exhibits;  
Ability to communicate effectively both orally and in writing;  
Tact, initiative, resourcefulness, imagination and good judgment;  
Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS**

A. Graduation from a regionally accredited or New York State registered College or University with baccalaureate degree and two (2) years of professional level work experience, or its part-time equivalent, in public relations, marketing or communications; or,

B. Six (6) years of paraprofessional or professional level work experience, or its part-time equivalent, two (2) years of which must have been professional level work experience in public relations, marketing or communications; or,

C. An equivalent combination of training and experience as defined by the limits of (A) and (B).

**NOTE:** Successful competition of graduate semester credit hours in public relations, marketing or communications from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees may be substituted for work experience as follows: Thirty (30) graduate

semester hours is equivalent to one (1) year of work experience; sixty (60) graduate semester hours is equivalent to (2) years of work experience.

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