

COMMUNICATIONS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for the implementation of public outreach programs for Ulster County government. The work involves researching, collecting and disseminating integrated and clear messages on behalf of the Ulster County Executive's Office on a wide variety of topics and utilizing different communication tools including written reports, speeches, media presentations and social media in order to ensure effective long-term communications relationships. The incumbent also assists with legislative relations, public affairs, constituent services and financial impact or other cost/benefit implications of various initiatives, and may act as a confidential advisor and researcher for the Office of the County Executive on special assignments. This position is privy to information relating to a number of confidential and sensitive issues that are generated from the County Executive's Office or within County government. Work is performed under the general supervision of a higher level employee within the guides of Ulster County policies and procedures. Supervision is not generally a function of this class. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Coordinates and plans integrated internal and external communication activities;

Provides accessible information about Ulster County services and programs using various communication strategies, tools and tactics;

Drafts news releases, newsletters, memoranda, power point presentations, social media posts and other types of documents needed for public outreach and education;

Reviews marketing and communication materials such as brochures, flyers, public service announcements and other outreach materials prepared by staff in County departments;

Reviews, analyzes and makes recommendations on the funding of County public outreach programs;

Researches and identifies information which may have an impact on the policies of Ulster County and reports to appropriate County official;

Assesses financial impact, cost issues or other cost/benefit implications of various initiatives;

Analyzes and recommends digital media options for projects, internal and external;

Designs media content aligned with organizational goals;

Assists in monitoring the public information program budget;

Develops written material for dissemination;

Keeps appraised of issues in the County that are of concern to the County Executive's Office and the public;

Keeps abreast of current emerging public issues that have an impact on the policies or operations of the County;

Researches and compiles statistical and informational data and prepares written and oral presentations as needed;

Maintains various databases and digital archives;

Researches and responds to constituent requests and complaints.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of public relations and effective communications; good knowledge of the techniques and practices of verbal and written communications; good knowledge of the use of social media platforms for business marketing purposes; good knowledge of the structure of local government and of the function of its various departments and units; working knowledge of practice and procedures used in governmental analysis; working knowledge of database operation and maintenance; ability to research and verify information and develop it into a variety of informative reports; ability to proofread prose and graphic materials and edit the work of others; ability to analyze public issues and their financial impact; ability to maintain confidentiality; ability to manage digital archives; ability to establish and maintain effective interpersonal relationships; ability to create written communication; ability to follow complex oral and written instructions; ability to prepare written reports; good judgement; strong problem solving skills; diplomacy; flexibility; tact; courtesy.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Public Relations, Marketing, Public Administration, Political Science, Communications or closely related field, and one (1) year of full-time paid, or its' part-time equivalent, public information or public administrative experience; **OR**
- B. Graduation from an accredited college or university with an Associate's Degree in Journalism, Public Relations, Marketing, Public Administration, Political Science, Communications or closely related field, and three (3) years of full-time paid, or its' part-time equivalent, public information or public administrative experience; **OR**
- C. An equivalent combination of training and experience as indicated above.