

COMMUNITY RELATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: This class involves the performance of technical, creative duties involving promotion and public relations activities. The incumbent assists in the planning, layout and coordination of printing of a variety of publications and advertising displays. The class requires the incumbent to exercise technical and independent judgment in the performance of duties in the field of public relations. The duties involve the supervision of supportive clerical and professional personnel. Work is performed under general direction with wide leeway for the exercise of independent judgment; 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.

Assists in the planning of brochures, pamphlets, leaflets, special reports, and other promotional literature and material;

Assists in planning, preparing and distributing visual methods of promoting the agency;

Assists in the writing and editing of special promotional spot advertisement;

Coordinates and monitors internal and contracted printing of materials;

Assists in the design, layout and writing of advertising copy for advertisements, brochures and posters;

May select type styles and sizes;

Maintains friendly and cooperative relations with representatives of the press, radio and other publicity media;

May assist in budget preparation and monitoring agency budget.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of publicity principles, practices, terminology and methods, and skill in the performance of such work; good knowledge of the layout and design of promotional media; good knowledge of journalism; depending on the agency assigned, ability to coordinate the production of public relations media; ability to establish and maintain relations with representatives of the press, radio and others engaged in publicity work; ability to get along well with others; ability to plan and supervise the work of others; initiative; resourcefulness; tact; courtesy; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited two (2) year college or university with an Associate's Degree in Journalism, Communication or related field; **OR**
- B. Graduation from high school or possession of a high school equivalency diploma and two (2) years experience as a newspaper reporter, or in promotional or public relations activities;
OR
- C. An equivalent combination of training and experience as described above.

ULSTER COUNTY
1500 CMM REL AS
Classification: Competitive
Grade: 11
Union: CSEA

Adopted: February 23, 1979
Revised: July 7, 1982
Revised: August 28, 1986
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