

COMMUNITY RELATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves the responsibility of coordinating community information liaisons among component school districts, community libraries, Ulster County BOCES, or other agencies and their constituents by performing tasks related to public and community relations and maintaining a high-level of customer service to internal and external audiences. The work involves the responsibility of supervising the production and distribution of news releases and publications related to promoting the agency's programs and overseeing media access to specific programs. An incumbent is responsible for creating a distinctive illustration style for materials including brochures, newsletters and other publications; and coordinating the efforts of other community relations personnel. The work is performed under the general direction of a higher level administrative employee with wide leeway allowed for exercising independent judgment in carrying out the details of the work. The position requires supervision of community relations and other personnel. 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.

Schedules and oversees the writing, photography, and production of newsletters, website content, and other agency publications;

Plans, develops, writes, proofreads, edits, reproduces, and distributes agency publications including newsletters, brochures, calendars, and special marketing materials which include photographic and graphic design components;

Writes and distributes news releases and accompanying photographs to various news media;

Develops website content and manages website functions;

Reviews and edits agency publications and website content before dissemination to the public;

Oversees in-house reproduction and out-sources commercial printing of publications, creating specifications for securing bids and price quotes;

Cooperates with administrators and other staff members in publicizing and promoting performances, exhibitions, displays, dedications, or special programs sponsored by the agency which are open to the public;

Sets annual objectives for and evaluates the community relations program of the agency, including budget planning;

Coordinates and attends events to showcase agency achievements to the community;

Coordinates media invitations and attendance at events;

Designs and supervises construction of exhibits for community events, educational conferences, and related activities;

Organizes special publicity opportunities, such as press conferences, features in the local newspaper, or appearances on radio talk shows;

Plans employee recognition programs, special events, and campaigns;

Plans in-service training as required on community relations and customer service;

Recruits, interviews, hires and evaluates community relations personnel;

May provide professional assistance in developing various publications for other agency departments;

If employed by Ulster County BOCES, may set annual objectives for component school district's communications programs and plan budgets to meet the objectives.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of publicity principles, practices, terminology and methods, thorough knowledge of the layout and design of promotional material; good knowledge of journalism; working knowledge of word processing and database software management; skill in writing, editing, journalism, graphic design, photography, proofreading and internet resources; good marketing skills; 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 supervise the work of others; ability to communicate effectively both orally and in writing; detail-oriented; initiative; resourcefulness; tact; courtesy; good judgment.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Communications, Journalism, Public Relations, or closely related field and three (3) years of experience in public and community relations, which includes experience in writing and graphically designing promotional materials; **OR**
- B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Communications, Journalism, Public Relations, or closely related field and five (5) years of experience in public and community relations, which includes experience in writing and graphically designing promotional materials; **OR**
- C. An equivalent combination of training and experience as indicated above.

Special Requirement: Possession of a valid New York State Driver's License.

ULSTER COUNTY
1502 CMM REL CD
Classification: Competitive
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Adopted: December 10, 2003
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