

COMMUNITY RELATIONS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position involves the responsibility of acting as a community information liaison among component school districts, community libraries, Ulster County BOCES or other agencies and their constituents by performing tasks related to public and community relations. The work involves the responsibility for performing duties related to the production and distribution of news releases and publications related to promoting the agency's programs and planning and coordinating the lay-out and design of presentations. An incumbent is responsible for creating brochures, newsletters and other publications and for coordinating media invitations and attendance at events. The work is performed under the general direction of the Community Relations Coordinator or another higher-level designated employee with leeway allowed for the exercise of independent judgment and initiative in work methods. 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.

Plans, develops, writes, proofreads, edits, reproduces, and distributes school district, community libraries or other community-based 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;

Cooperates with district administrators and other agency-wide staff members in publicizing and promoting performances, exhibitions, displays, dedications, or special programs sponsored by the school districts, community libraries, or other community-based agencies which are open to the public;

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

Coordinates media invitations and attendance at events;

Organizes special publicity opportunities for participating districts and other community-based agencies, such as press conferences, features in the local newspaper or appearances on radio talk shows;

Maintains a clipping-file of new articles;

Attends various educational and community-wide events and activities for the purpose of gathering information and taking photographs for use in newsletters, publications and media releases;

Sets annual objectives for and evaluates the effectiveness of the community relations program of the agency;

Plans the annual budget for and monitors the expenditures in the community relations program of the agency;

Maintains databases of media contacts, including print, radio and television reporters and editors;

Acts as a pre-press liaison with printing service providers;

May act as a bulk-mailing liaison with districts and local post offices;

Acts as an information liaison with district and agency webmasters to make print publications and information available electronically.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of publicity principles, practices, terminology and methods; good 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; 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 communicate effectively both orally and in writing; detail-oriented; initiative; resourcefulness; tact; courtesy; good marketing skills; 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, English or a closely related field and one (1) year of work 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, English or a closely related field and three (3) years of work experience in public and community relations, which includes experience in writing and graphically designing promotional materials; **OR**
- C. Graduation from high school diploma or possession of a high school equivalency diploma and five (5) years of work experience in public and community relations, which includes experience in writing and graphically designing promotional materials; **OR**
- D. An equivalent combination of training and experience as indicated above.

Special Requirement: At time of appointment and throughout the duration of employment in this title, the incumbent must possess and continuously maintain a valid New York State Driver's License.

ULSTER COUNTY
1503 CMM REL SP
Classification: Competitive
OA

Adopted: August 20, 2003
Revised: June 8, 2007
Revised: November 16, 2018