



Department of Human Resources & Civil Service

Open Competitive Exam Announcement

Please Post Conspicuously

Adam J. Bello
County Executive

Andrea M. Guzzetta Zury
Director

OC-66149

Creative Director

Examination Date:	November 5, 2022
Application Deadline:	September 19, 2022 – Applications must be submitted online or filed in our office by 5PM or postmarked by this date.
Who May Apply:	Qualified residents of Monroe County
Salary:	\$66,986 - \$92,724 annually (Monroe County)
Employment Opportunities:	The Monroe County Department of Communications and Special Events has one (1) position currently held by a provisionally appointed employee, who may be appointed on a permanent basis if found reachable on a civil service list established as a result of this exam. The results of this exam may be used to fill vacancies, which may occur during the life of the eligible list.

Minimum Qualifications:

Candidates must meet the following minimum requirements on or before the date of the written exam:

Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in Graphic Design, Advertising, Media Communication, Communication, Marketing, Studio Art, Illustration, Film, or Film and Animation or a closely related field plus six (6) years paid full-time or its part-time equivalent* experience in graphic design, marketing, advertising or copywriting, all of which must have involved digital and traditional media.

Special Requirements:

If you are appointed you will be required to have a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the position.

Candidates will be required to pass a pre-employment drug test for employment with Monroe County Government.

* part time equivalent experience is as follows:

0-9 hours per week = no credit

10-19 hours per week = 1/4 (one-quarter) of full-time work

20-29 hours per week = 1/2 (one-half) of full-time work

30 hours or more per week = full-time work

Work experience must be paid full-time, or its part-time equivalent. Employment dates, average number of hours worked per week, and job duties must be included.

Residency Requirement:

Applicants must be residents of Monroe County for at least four (4) months at the time of examination.

Description of Duties:

This is a managerial public relations position responsible for working with department heads to brand new initiatives and provide fresh content and promotional materials across digital and traditional media. Duties involve managing the creative process while following the latest trends in design and marketing and ensuring production schedules are followed. Duties also involve producing promotional materials by developing presentation approaches and working on

210 County Office Building, 39 West Main Street, Rochester, NY 14614-1471

PHONE: (585) 753-1700 WEB SITE: <http://www.monroecounty.gov>

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special projects and events. The employee reports directly to, and works under the general supervision of the department head or other administrative supervisor.

Scope of Examination:

The **written, multiple-choice test** will cover knowledge, skills and/or abilities in such areas as:

Educating and interacting with the public

These questions test for the ability to communicate with others in a manner consistent with good public relations practices. Questions will cover such concepts as interviewing or gathering information from others; participating in meetings or work groups; and presenting information to citizens, community organizations, staff and the media.

Grammar, usage, punctuation, and editing

These questions test for the ability to generate, prepare, and edit written documents. Some questions test for a knowledge of grammar, usage, punctuation, and sentence structure. Others test for the ability to edit sentences to produce correct, clear, concise copy.

Preparing public information materials

These questions test for the ability to prepare basic informational materials electronically and in print, for the public and the media, including such products as correspondence, brochures, and news releases. Questions may cover such topics as selecting content to effectively communicate with the intended audience, making decisions regarding page readability of text, and using graphics, photographs, headlines, or captions to enhance a message.

Preparing written material

These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.

Promoting and publicizing a program

These questions test for knowledge of the principles and practices related to promoting and publicizing a program or service in order to attract customers, clients, or participants. Questions may cover such topics as researching and setting promotion objectives, appealing to various target audiences, and producing and distributing informational materials.

Calculators and Reference Materials:

Most civil service written tests do not require the use of a calculator or slide rule. However, the use of calculators is **ALLOWED** for this exam. Candidates have the option of bringing a hand-held, quiet, battery or solar-powered arithmetic calculator or a slide rule to the test room. Candidates will not be permitted to use calculators containing spell check, dictionary, language translator, address or telephone book, personal digital assistants, or typewriter keyboard features, or any similar devices. You may not bring books or other reference materials.

This written examination is being prepared and rated in accordance with Section 23(2) of the Civil Service Law. The provisions of the New York State Civil Service Law, Rules and Regulations dealing with the preparation and rating of examinations, as well as establishment and certification of eligible lists for positions in the classified service will apply to this examination.

----- **BASIC CIVIL SERVICE INFORMATION** -----

Applications:

If you are applying for more than one exam, a separate application is required for each exam. Applications may be obtained at the address or web-site indicated at the bottom of the first page of this announcement.

Candidates must record the Exam Number and Title on the Application.

Note:

Submission of a resume does not relieve you of the responsibility for completing all sections of the official application. The resume is a supplement to the application, and not a substitute for it. To receive credit for a job, basic employment information such as address, name and title of supervisor, average number of hours in the workweek, final salary, reason for leaving, specific job duties, your job title, etc. must be shown.

Certifications and Appointments:

The eligible list resulting from this examination will be established in accordance with the final earned numerical rating of passing candidates regardless of residence. A municipality or district may exercise its right under Section 23 of the Civil Service Law to request an initial certification of eligibles who have been residents of that municipality or district for at least one (1) month on the date of certification and who are also legal residents of the appointing jurisdiction at the time of appointment, in accordance with their numerical rating. After the names of residents have been exhausted the Commission must then certify in regular rank order the names of non-residents on the list.

Background Investigation:

Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check, to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification.

Special Requirement for Appointment in School Districts and BOCES:

Per Chapter 180 of the Laws of 2000, and by Regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.

Veteran's Credits:

Veterans entitled to and wishing to claim additional points must file in the Monroe County Department of Human Resources an Application for Veteran's Credits (VC-1) form, and a copy of their military discharge papers (DD-214). Disabled veterans must also file two (2) copies of an Authorization for Veteran's Disability Record (VC-4) with Veterans Affairs. These forms are available at the Monroe County Department of Human Resources and must be filed within thirty (30) days of the examination date. No credit may be added after the eligible list has been established.

Candidates currently on active duty may apply within thirty (30) days of the examination. Upon discharge, candidates must submit a copy of their military discharge papers (DD-214). Any extra points will be applied upon our receipt of the discharge papers.

Active Military Members:

Special testing arrangements may be available to applicants who are active military members. For further information contact the Monroe County Department of Human Resources before submitting an application.

Children of Firefighters and Police Officers Killed in the Line of Duty:

In conformance with section 85-a of the Civil Service Law, children of firefighters and police officers killed in the line of duty shall be entitled to receive an additional ten points in a competitive examination for original appointment in the same municipality in which his or her parent has served. If you are qualified to participate in this examination and are a child of a firefighter or police officer killed in the line of duty in this municipality, please inform this office of this matter when you submit your application for examination. A candidate claiming such credit must provide the necessary documentation to verify additional credit eligibility within thirty (30) days of the examination date. No credit may be added after the eligible list has been established.

Special Arrangements for Examination:

If you need an alternate test date because you are a Religious Observer [for religious reasons, cannot be tested on date of examination(s)], if you have a disability that requires special accommodations for you to participate in an examination, or if you require any other kind of special accommodations, you must notify us at the address or telephone numbers listed on the front page of this announcement by the application deadline. Indicate your request on the front of your application for each exam, and under separate cover submit a statement outlining the reason for your request, the exam number(s) and title(s), and attach supporting documentation.

Multiple Exam Takers:

Persons also applying for examinations offered by the City of Rochester and/or New York State Civil Service Commission held on the same date must complete a cross-filer form, available from the Monroe County Department of Human Resources, which will provide for special arrangements. Arrangements must be made to take **ALL** examinations at **ONE** test site. Unless this form is filed with the Monroe County Department of Human Resources three (3) weeks prior to the exam date, we cannot ensure that such arrangements will be made. **If you are taking multiple exams on the same date with Monroe County Civil Service Commission only, you do not have to file a cross-filer form.**

Candidates taking more than one (1) exam in **different** exam series will be allowed the specified length of time for each exam, up to a maximum of eight (8) hours. Example: If you are taking one (1) exam which allows six (6) hours and another exam in a different series which allows four (4) hours, you must complete both tests in eight (8) hours, but you can spend no more time on each exam than the time allotted for that exam.

Candidates taking more than one (1) exam in the **same** exam series will be allowed up to the specified length of time for each exam. Example: If you are taking two (2) exams in the same series with a maximum time of five (5) hours for each exam, you can spend no more than five (5) hours to complete both exams.

Admission to Examination:

All applications will be reviewed after the "Closing Date for Filing" listed on the front page of this announcement. If there is a problem with your application, you will be notified in writing and given an opportunity to submit additional information to support your application. If there

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are no problems with your application, you will be sent an admission notice approximately one week before the exam date.

If you have not received your admission notice to appear for the examination **three days** before the date of the exam, call the Monroe County Department of Human Resources at (585) 753-1700.

Issue Date: August 29, 2022