

SENIOR COMMUNICATIONS ASSISTANT

Code No.: 3-18-298
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a senior level position in the communications field responsible for administering public relations, social media and informational activities, and assisting in the performance of day-to-day activities. Duties involve conducting community outreach for the purpose of providing to the public pertinent information relating to the functions and processes of a department or agency and improving public access to services. Duties also involve managing relationships with the media, public and private organizations, community groups and internal departments on behalf of a department or agency. The employee reports directly to, and works under the general supervision of a department head or other higher-level staff member. General supervision may be exercised over a technical or clerical staff. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Assists in the execution of coordinated, proactive communication strategies consistent with the vision and goals of a department or agency;

Participates in or assists in directing the development of social media, print materials, news releases, messages, speeches, presentations, and reports for dissemination to the media, internal audiences, general public, and community groups;

Directs the development and implementation of promotional campaigns in conjunction with other staff;

Researches, writes, edits, and proofreads news articles and promotional pieces for print publications and websites;

Conducts interviews, gathers background information, and crafts into cohesive, well-written pieces suitable for publication;

Interacts with the news media to promote initiatives and successes;

Coordinates responses to media requests and graphic design needs;

Works with appropriate staff to develop key messages and provide timely, accurate information on current issues.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of English usage, spelling, grammar, punctuation, and vocabulary; good knowledge of the techniques of preparing information for publication; good knowledge of the goals and mission of the organization; good knowledge of the techniques of program development and implementation; good knowledge of office procedures and practices; ability to utilize social media effectively; ability to conduct outreach and educate the public about the services available to them and related regulations and processes; ability to communicate orally and in writing; ability to respond to questions and inquiries from the media and general public; ability to direct the development of promotional campaigns and manage projects from start to finish; ability to establish and maintain working relationships; ability to work both independently and as part of a team; ability to handle multiple projects concurrently and meet deadlines; organizational ability; good judgment; physical condition commensurate with the demand of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma PLUS either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Master's degree plus two (2) years paid full-time or its part-time equivalent experience in planning/coordinating events, community outreach, journalism, or public relations; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree three (3) years paid full-time or its part-time equivalent experience as defined in (A) above; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree plus five (5) years paid full-time or its part-time equivalent experience as defined in (A) above; OR,
- (D) An equivalent combination of education and experience as defined by the limits of (A), (B), and (C) above.

SPECIAL REQUIREMENT: If you are appointed, you will be required to possess 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.

Monroe County Civil Service Commission

ADOPTED: October 12, 1989

REVISED: March 5, 2009

REVISED: January 7, 2021