

SENIOR INFORMATION SPECIALIST

Code No: 6-19-046
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a senior-level professional position in the public communications field responsible for coordinating, organizing and researching communication activities in an agency or school district. The incumbent works to promote an understanding and general knowledge about events, programs, and policies of employee and addresses direct inquiries from the news media or public requiring response. Duties also involve serving as the webmaster, and working closely with preparing scripts and taking photographs, and working with the media regarding breaking news. This level differs from the Information Specialist in its responsibility for coordinating, managing and supervising duties. The employee reports directly to and works under the general supervision of, the department head or other higher level staff member. General supervision is exercised over a subordinate technical 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.)

Creates and executes a communication plan for internal and external audiences;

Develops and writes news releases, announcements, and internal newspaper columns;

Researches and develops material for inclusion in publications, presentations, and personal letters;

Replies to requests for information from the news media and the public;

Edits and proofreads written copy to be included in publications and presentations;

Develops, implements, and maintains the agency/district web site;

Develops, creates, designs and lays out for the videos web site;

Acts as training liaison and help desk representative for employees;

Creates, implements and reports of the results of online surveys;

Coordinates news conferences, interviews, and other informational meetings;

Organizes special events including program planning and preparation, promotion and publicity;

Manages all aspects of communication during crisis;

Serves as photographer for material for publications and presentations;

Organizes scripts and directs the production of videos for the web site.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of public relations and communications theory and practice;; good knowledge of English grammar, spelling and usage; good knowledge of proofreading and editing rules; good knowledge of WEB software; good knowledge of WEB design layout; ability to work and make decisions independently; ability to write timely and effective content for wide-ranging audiences, including the media and general public; ability to establish and maintain effective working relationships; ability to think critically and strategically, often under time restraints; ability to coordinate new conferences and interview; ability to produce videos and scripts; ability to speak in public; ability to take photographs; ability to plan special events; ability to keep confidentiality; ability to communicate orally and in writing; good judgment; physical condition commensurate with the demands 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 Bachelor's degree in Journalism, Public Relations, English Communications (not English Literature), Media Broadcasting, or closely related field; plus one (1) year of paid full-time or its part-time experience involving the preparation and presentation of material for public dissemination, including news releases or special reports; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree plus two (2) years of 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 four (4) years of paid full-time or its part-time equivalent experience as defined in (A) above; OR,
- (D) Any equivalent combination of education and experience as defined by the limits of (A), (B), and (C) above.

SPECIAL REQUIREMENTS: If you are appointed, you will be required to possess a valid license to operate a vehicle in New York State, or otherwise demonstrate your ability to meet the transportation needs of the position.

ADOPTED: FEBRUARY 28, 1974

REVISED: MARCH **, 2010

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