

COORDINATING DIRECTOR OF COMMUNICATIONS

Code No.: 3-18-251
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative position responsible for planning, implementing and monitoring activities of a comprehensive communications office, including all internal and external communications and public relations efforts. The employee reports directly to, and works under the general supervision of an administrator. 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.)

Directs the production, distribution, and scheduling of informational material, including news releases;

Serves in an advisory capacity to administrative staff on the public relations issues involving policy and program decisions;

Counsels administrative staff on the public relations consequences of decisions on policies and programs;

Develops public relations, communications, and promotional plans;

Publishes and promotes agency activities and news through management of multiple social media outlets enhancing and increasing on-line presence;

Solidifies agency branding and identity through promotional campaigns, public service announcements and events;

Coordinates and facilitates agency and media interaction including scheduling interviews and news conferences;

Manages crisis preparedness and crisis management communications;

Provides direction and assistance to personnel in the planning, development, and implementation of their communications needs;

Develops and administers the office budget;

Speaks on behalf of administrative staff at meetings and community events;

Coordinates communication efforts with Cable Television staff when applicable.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and techniques of publicity, promotion, and public relations; thorough knowledge of the District's policies and programs; thorough knowledge of English grammar and usage; good knowledge of layout and design for preparation of informational material; ability to communicate well both orally and in writing; ability to respond appropriately to questions from the media and general public; ability to counsel and negotiate formally and informally; ability to maintain confidentiality; creativity; 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 any communications, advertising, marketing, media communication, graphic design, film, communications, journalism, public relations, broadcasting and mass communication, media and communication, or radio-television broadcasting field plus five (5) years paid full-time or its part-time equivalent professional* experience in the preparation of press releases, radio or television news writing or broadcasting, or writing promotional material or advertising copy for business or government; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in one of the above mentioned fields plus three (3) years paid full-time or its part-time equivalent professional* experience in the preparation of press releases, radio or television news writing or broadcasting, or writing promotional material or advertising copy for business or government; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree plus seven (7) years paid full-time or its part-time equivalent professional* experience in the preparation of press releases, radio or television news writing or broadcasting, or writing promotional material or advertising copy for business or government; OR
- (D) Graduation from a regionally accredited or New York State registered college or university with a Master's degree plus five (5) years paid full-time or its part-time equivalent professional* experience in the preparation of press releases, radio or television news writing or broadcasting, or writing promotional material or advertising copy for business or government; OR,
- (E) An equivalent combination of education and experience as defined by the limits of (A), (B), (C), and (D) above.

*Professional experience, for the purposes of these minimum qualifications, does not include clerical, secretarial, or similar work experience.

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.

Monroe County Civil Service Commission

ADOPTED: May 7, 1987

REVISED: September 17, 1987

REVISED: December 16, 1987

REVISED: November 4, 2021