

COORDINATOR, SCHOOL PROMOTION PROJECT

Code No: 5-01-034

COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative supervisory position responsible for the day-to-day operation of the school promotion project for a school district. The employee supervises the development of a promotional plan for the district and each individual secondary and elementary school in the district. General supervision is received from the Supervising Director of Project Management and Grants with wide latitude allowed for the exercise of independent judgment. Direct supervision is exercised over contractors and communications assistants. 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):

Develops and maintains a schedule of completion of all projects;

Maintains communications with various staff, contractors, principals, line supervisors, members of the cabinet, school-based public relations liaisons and committees;

Maintains and coordinates project budgets including chargebacks and budgets for individual schools;

Supervises the writing, editing, design, layout and printing of numerous publications;

Creates, produces and directs all aspects of television and radio ads;

Supervises content, design and placement of print advertisements;

Supervises all aspects of the production of interactive videodisc and video tapes;

Implements goals and objectives for the SPP which includes the design of an overall public relations approach for the district.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of English grammar and usage; thorough knowledge of techniques of preparing information for publication or broadcast; good knowledge of techniques used in video tape and videodisc production; good knowledge of print media format; good knowledge of promotional/publicity techniques; working knowledge of standard personnel procedures and techniques; working knowledge of basic principles of public administration; ability to graphically

layout and design publications; ability to communicate effectively both orally and in writing; ability to deal effectively with the public; supervisory ability; 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 New York State registered college or university with a Bachelor's degree in Communications, Marketing, Public Relations/Public Information, or a related field, plus three (3) years of paid full-time or its part-time equivalent experience in a public relations position, two (2) years of which shall have involved supervision; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree, plus five (5) years of experience as defined in (A) above, two (2) of which shall have involved supervision; OR,
- (C) Seven (7) years of paid full-time or its part-time equivalent experience in a public relations position, two (2) years of which shall have involved supervision; OR,
- (D) Any equivalent combination of training and experience as defined by the limits of (A), (B) and (C) above.

SPECIAL REQUIREMENTS: Depending on the position duties, candidates for employment with the Monroe County Government will be required to pass a pre-employment drug test.

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.

REVISED: December 11, 1986