

SENIOR COMMUNICATIONS ASSISTANT BILINGUAL

Code No.: 3-18-304
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a senior level position in the communications field responsible for administering public relations and informational activities, and assisting in the performance of day-to-day activities. General supervision may be exercised over a technical or clerical staff. Duties include translating from Spanish to English and English to Spanish orally and in writing. The employee reports directly to, and works under the general supervision of a higher-level staff member. 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.)

Can perform the following in the English and Spanish languages:

Assists in the execution of coordinated, proactive communication strategies consistent with jurisdiction vision and goals;

Assists in directing the development of 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 communications 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 district responses to media request

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

Provides direction to department staff.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of English and Spanish 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; supervisory ability; ability to communicate well both orally and in writing in English and Spanish; ability to respond to questions and inquiries from the media and general public in English and Spanish; 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; attention to detail; creativity; initiative; self motivation; physical condition commensurate with the demand of the position.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in Communication, Journalism, English, Public Relations, or a related field, plus three (3) years paid full-time or its part-time equivalent experience in writing or editing documents for public dissemination, publication productions, journalism, or public relations; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in Communication, Journalism, English, Public Relations, or a related field, plus four (4) years of 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 six (6) years of experience as defined in (A) above; OR,
- (D) Any equivalent combination of education and experience as defined by the limits of (A), (B), or (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.

ADOPTED March 9, 2017