

COMMUNICATIONS AIDE

Code No. 3-04-021
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is an entry level position in the field of communications responsible for assisting with and performing a variety of tasks involved in promoting the good will of the organization or department. Work involves substantial public contact. The employee reports directly to and works under general supervision from a department head or other senior staff member. Supervision is not a responsibility of this class. 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 scheduling and preparing background information for public appearances and meetings;

Coordinates all communications items;

Prepares draft speeches, remarks, and news releases;

Prepares information for public dissemination;

Works on public participation programs;

Acts as liaison to ensure that public information is current and complete;

Serves as administrative liaison with the Special Events staff;

Works with lobbyists regarding matters particular to the department;

Assists in coordination and planning of special events;

Designs and implements a catalogue system for brochures and booklets;

Reviews existing printed materials for update and makes recommendations for reprints and possible new material;

Assists in preparation of budget;

Researches and gathers information for reports, news material, and special projects;

Clips and maintains files for newspapers;

Coordinates update of department website;

Coordinates preparation and distribution of department newsletter;

Catalogs news releases and videotapes news reports.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of English grammar and usage; good knowledge of preparing information for publication or news release; good knowledge of the organization, function and programs of the agency; working knowledge of publicity techniques; organizational skill; ability to communicate effectively orally and in writing; ability to research and prepare background information for use in public appearances, reports and news material; ability to act as liaison and communicate items between the agency and other departments, staff and general public; ability to establish and maintain variety of files including news releases, brochures, booklets and video tapes; ability to establish and maintain effective professional relationships; good address; good judgment; tact; 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 plus six (6) months paid full-time or its part-time equivalent experience in public relations or public information, journalism, media presentation, program development or the preparation of written material for public dissemination; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree plus two (2) years of work experience listed in (A) above; OR,
- (C) Four (4) years of work experience listed in (A) above; OR,
- (D) An 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.

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 job.

ADOPTED: March 31, 1988
REVISED: March 12, 1992
REVISED: September 3, 1998
REVISED: October 4, 2001