

COMMUNITY AFFAIRS SPECIALIST

Code No.: 4-18-274
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a professional position in the field of community relations which involves responsibility for the development and communication of information designed to keep the public informed of the agency's programs, accomplishments and position on current issues and to promote the good will of the organization. Work is performed under direct supervision of an Administrator. Supervision of others is not the 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):

Acts as liaison to community and civic organizations;

Responds to media and public inquiries;

Writes news releases, newsletters, articles, brochures and pamphlets;

Organizes cultural events and special events;

Coordinates news conferences and media events;

Provides public relations assistance to county departments and community agencies as needed;

Writes speeches and develops presentations for the administration;

Participates in community and civic programs;

Coordinates and plans special exhibits and displays;

Writes scripts for radio and television public service announcements;

Develops detailed public education program in specific areas;

Coordinates county participation in informational broadcast shows;

Acts as county liaison to schools for Public Information programs;

Develops audio/visual materials;

Coordinates direct mailings;

Acts as liaison to broadcast public affairs departments.

WHEN ASSIGNED TO A SCHOOL DISTRICT:

Coordinates the writing, editing, layout and production of district, Board of Education, and staff publications for public and internal use;

Assists news media in getting background information or items of public interest;

Takes photographs for newsletters.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of English grammar and usage; thorough knowledge of publicity techniques and resources; ability to communicate effectively both verbally and in writing; ability to establish and maintain effective relationships with the media and community organizations; ability to research, plan and implement long-range education programs; organizational skill; photography skills; skill in layout and production; tact; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in Public Relations, Journalism, English, Communications or a closely related field, plus one (1) year of paid full-time or its part-time equivalent experience in preparing news releases, coordinating news conferences/special events and speech writing; 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 experience as described in A above; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in Public Relations, Journalism, English, Communications or a closely related field, plus six (6) months of experience as described in (A) above, 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: May 29, 1986