

DIRECTOR OF INFORMATION

Code No.: 5-04-007
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a responsible public relations position involving the preparation and dissemination of information for release to the media and for publication. Employees of this class may act as an agency representative or assistant agency representative in public relations efforts. This class is distinguished from Communications Assistant as incumbents are expected to perform and take responsibility for public relations work of an expanded scope with greater consequences of error. Direct supervision is received from an agency official or department head. Supervision may be exercised over technical and clerical personnel. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other activities may be performed although not listed.)

Prepares and coordinates the preparation of speeches and reports;

Prepares and presents news releases to the media;

Responds to news media inquiries;

Coordinates and facilitates interaction between agency officials and news media;

Informs appropriate agency officials of pertinent media reports;

Arranges and schedules interviews, news conferences, and news shows;

Gathers and presents to staff background data and graphics for interface with the news media;

Analyzes resource materials from public and private sources;

May conduct public opinion surveys;

May assemble and write brochures.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of English grammar and usage; thorough knowledge of the policy and function of the department or agency; good knowledge of the techniques required in preparing material for publication or news release; good knowledge of publicity techniques and resources; working knowledge of layout and design for preparation of informational pamphlets and brochures; ability to communicate effectively both orally and in writing; ability to respond to questions and inquiries appropriately from the media and general public; ability to establish and maintain effective working relationships; discretion; judgment; initiative; resourcefulness; tact; health 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 and three (3) years of experience involving responsibility for the development of written material in the areas of journalism, public relations/public information, program development, specification development, grants administration, or closely related field; OR,

- (B) Graduation from a regionally accredited or New York State registered four (4) year college with a Bachelor's degree in journalism, public relations, or public information, English Communications (not English literature) radio-television broadcasting (writing and programming) or a closely related field and two (2) years experience as described in (A); OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree and five (5) years experience as described in (A).
- (D) Equivalent combination of training and experience as defined by the limits of (A), (B) and (C) above.

SPECIAL REQUIREMENTS: If you are appointed, you will be required to possess a valid license to operate a vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the position.

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.

ADOPTED: December 5, 1968

REVISED: August 6, 1981

W.P.