

INFORMATION SPECIALIST

Code No: 4-05-060

COMPETITIVE

PT = non-competitive for all Civil Divisions

DISTINGUISHING FEATURES OF THE CLASS: This is an entry-level professional position in the public communications field involving the preparation of written material for inclusion in in-house material and other publications and for dissemination to the news media, special groups, or the general public. The incumbent works to promote an understanding and general knowledge about events, programs, and policies of the government, school system, agency, or specific office or bureau and may receive direct inquiries from the news media or public requiring an oral response. The employee reports directly to and works under the general supervision of the department head or other administrative supervisor. Supervision of others 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.)

Writes news releases, newsletters, articles, announcements, and informational and educational brochures and pamphlets;

Researches and develops material for inclusion in publications, presentations, and personal letters;

Replies to requests for information from the news media and the public;

Edits and proofreads written copy to be included in publications and presentations as well as reports, flyers, posters, and advertisements;

Coordinates news conferences, interviews, and other informational meetings;

Coordinates special school events including program planning and preparation, promotion and publicity;

Assists in the production of video materials through script writing for special presentations and commercials;

Takes photographs for inclusion in publications and presentations.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the techniques of preparing written material for publication or news release; good knowledge of English grammar and usage; good knowledge of methods and techniques involved in proofreading and editing copy; good knowledge of publicity techniques; ability to write material for the news media and the general public; ability to establish and maintain effective working relationships; ability to coordinate news conferences and informational meetings; ability to assist in producing videos and scripts; ability to plan publicity for special events; discretion; good judgment; 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 in Journalism, Public Relations, English Communications (not English Literature), Media Broadcasting (Writing and Programming), or closely related fields; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree plus one (1) year of paid full-time or its part-time/volunteer equivalent experience involving the preparation and presentation of material for public dissemination, including news releases or special reports; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree plus three (3) years of paid full-time or its part-time/volunteer equivalent experience as defined in (B) above; OR,
- (D) Five (5) years of full-time or its part-time/volunteer equivalent experience as defined in (B) above; OR,
- (E) Any equivalent combination of training and experience as defined by the limits of (A), (B), (C), and (D) above.

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

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 ability to meet the transportation needs of the position.

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: November 29, 1973

REVISED: November 17, 1978

REVISED: February 3, 2005

REVISED: April 8, 2010

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