

## **PUBLIC AFFAIRS OFFICER**

Code No. 4-18-350  
COMPETITIVE

**DISTINGUISHING FEATURES OF THE CLASS:** This position is responsible for administering public relations activities for a school district or agency. Duties involve developing and implementing a proactive strategic plan for communications and media relations. The employee acts as spokesperson in the absence of an administrator. General supervision is exercised over a subordinate communications staff. The employee reports directly to, and works under the general supervision of a school district Superintendent or other 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.)

Develops and implements a proactive vs reactive strategic plan for communications and media relations;

Coordinates media relations with local, state and national news agencies including print, radio, and television;

Develops and disseminates press releases as well as press conferences;

Develops, with local radio and television companies, special interest programs;

Coordinates public relations for community forums;

Develops and implements a speakers bureau on topics of interest around school reform for availability to community organizations, church groups, etc.;

Writes press releases, speeches, presentations, correspondence and other material for administrators;

Develops and monitors the public relations budget;

Works collaboratively with communication staff in executing a strategic plan on public relations, as well as workshops for staff on working with the media.

Coordinates communications during emergency situations.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of public relations and promotion practices and techniques; good knowledge of English grammar and usage; good knowledge of the techniques of preparing material for publication; good knowledge of the local state and national advertising community; good knowledge of the objectives, functions and programs of the employer; ability to communicate both orally and in writing; ability to act as spokesperson in the administrator's absence; program planning ability; ability to establish and maintain effective professional relationships with other staff members, the public and the media; ability to develop and monitor a budget; ability to respond to questions and inquiries appropriately from the media and general public; 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 plus four (4) years paid full-time or its part-time equivalent professional\* experience in public relations/public information, or journalism field, two (2) years of which must have involved program planning or management, or in a supervisory capacity; OR,

- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in any communications, advertising, marketing, media communication, graphic design, film, communications, journalism, public relations, broadcasting and mass communication, media and communication, or radio-television broadcasting field plus three (3) years paid full-time or its part-time equivalent experience as defined in (A) above, two (2) years of which must have involved program planning or management, or in a supervisory capacity; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with a Master's degree plus two (2) years paid full-time or its part-time equivalent experience in public relations/public information, or journalism that involved program planning or management, or in a supervisory capacity; OR,
- (D) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in any communications, advertising, marketing, media communication, graphic design, film, communications, journalism, public relations, broadcasting and mass communication, media and communication, or radio-television broadcasting field plus one (1) year paid full-time or its part-time equivalent experience as defined in (C) above; OR,
- (E) An equivalent combination of education and experience as defined by the limits of (A), (B), (C) and (D) above.

\*professional experience does not include clerical, secretarial, receptionist or similar duties

**SPECIAL REQUIREMENTS:** 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.

Monroe County Civil Service Commission

**ADOPTED:** January 10, 1992

**REVISED:** October 7, 2021