

PUBLIC RELATIONS OFFICER

Code No: 3-18-239
EXEMPT

DISTINGUISHING FEATURES OF THE CLASS: This is a confidential staff position in a Town, responsible for a variety of special research and community liaison activities that are focused on securing information to assist the Town Supervisor. The employee works directly with the Town Supervisor to establish goals and objectives and is privileged to confidential and sensitive information. Work is performed under general direction with wide latitude allowed for the exercise of independent judgment. Direct supervision may be exercised over a clerical or intern staff during special assignments. 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):

Meets with the Town Supervisor to review issues of concern and discuss background;

Meets with representatives of the community and agencies to review issues of concern, pending legislation, town programs and policies and other items of interest to the Town;

Researches topics and collects information as assigned by the Supervisor;

Prepares speeches, press releases, informational materials, etc. as requested by the Supervisor;

Reviews the Supervisor's calendar for future commitments and invitations from groups and community organizations and develops background materials to assist the Supervisor;

Takes photographs of special Town events and arranges for newspaper publication;

Oversees the development of photographic history of current Town events;

Works with the Supervisor and department heads to prepare informational materials for newspaper publication or distribution to the community.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of the organization, structure and purpose of the Town government and its departments; good knowledge of community resources in the Town; good knowledge of research practices and techniques; working knowledge of the principles and practices of public administration; ability to conduct research and assimilate resulting data; ability to

prepare comprehensive and accurate reports, speeches and press releases; ability to establish and maintain effective working relationships with community agencies and their representatives, as well as, with Town department heads; ability to take photographs; ability to communicate well both orally and in writing; tact; courtesy; good judgment; health commensurate with the demands 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: April 17, 1986