

## COORDINATOR OF DEPARTMENTAL PUBLIC INFORMATION

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class has responsibility for developing and coordinating effective and comprehensive community relations programs for assigned County departments to ensure conformance with County objectives, ensuring that departmental public information services are effectively integrated with other programs, and assisting the Director of Communications with the preparation for press conferences and press releases. An incumbent of this class acts as liaison between the Director of Communications, who has primary responsibility for public relations and public information matters for the County, and departmental senior and executive staff. Frequent, sensitive contacts with professional staff, public officials, media, members of the public, and representatives of interest groups are a feature of this class. Supervision may be exercised over professional and support staff or on an assigned project basis. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Reviews and coordinates departmental informational and marketing materials, projects and efforts for assigned departments, ensuring effective implementation in accordance with County objectives;

Keeps departmental executive management and other public officials aware of community attitudes and perceptions and presents response strategies;

Gathers and analyzes information regarding major public issues, community perceptions and current trends affecting County plans and on-going operations, and develops effective response strategies for the affected departments;

Assists in directing public and media information activities including responses to inquiries, complaints or requests for information, and conducts follow-up to ensure their satisfactory resolution;

Responsible for coordinating and running press events in coordination with County's Communications Office;

Responsible for taking photos as well as managing video production for the department as needed, in conjunction with Communications Office;

Initiates, prepares, reviews and disseminates press/media releases as well as general public informational material for publication;

Participates, with the Director, in meetings with concerned civic, community, business and advocacy groups to maintain open communication and promote interest and good will toward the County and its departments;

Assembles reports, charts and graphic materials as needed;

Coordinates the Speakers Bureau and special projects as assigned;

Interacts with video and graphics personnel to coordinate media activities;

EXAMPLES OF WORK: (Illustrative Only) (Continued)

Represents the Director as needed;

May conduct research studies on issues affecting the County, as needed;

Performs related administrative functions to ensure the effective operation of the assigned area.

May perform other incidental tasks, as needed;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community relations, public information, journalism, and the dissemination of news to the media; ability to analyze information, draw appropriate conclusions and formulate effective responses; ability to compose, edit, assemble, organize and present information, data and narrative reports; ability to communicate effectively both orally and in writing; ability to write press releases, articles and letters; ability to establish effective working relationships; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; initiative and creativity in seeking new approaches to promote/maintain favorable relations with the community; initiative; tact; sensitivity; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree\* or a Master's Degree\* in Journalism, English, Communications, Advertising or Public Relations, or a closely related field, and four years experience in print media, or public or community relations or information, two years of which must have been at a supervisory or administrative level.

SUBSTITUTION: Satisfactory completion of 30 credits\* toward a Master's Degree\* may be substituted on a year for year basis for up to two years of the above stated experience.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.