

COMMUNICATIONS SPECIALIST
(Town of Greenburgh)

GENERAL STATEMENT OF DUTIES: Performs a wide range of public relations duties for a community center; does related duties as required.

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent in this class has responsibility for planning, writing, filming, and disseminating materials relative to programs, projects, and special events of the community center. Emphasis lies in the development of a comprehensive audio-visual program, which includes directing, writing and editing scripts as well as operating and maintaining video equipment. Incumbent writes and develops program brochures, flyers, pamphlets, and press releases. Dependent on assignment, supervision may be exercised over support staff.

EXAMPLES OF WORK: (Illustrative Only)

Supervises, coordinates and participates in the production and distribution of various types of multi-media materials;

Directs and produces video tapes relating to community center programs;

Writes and edits scripts for video-shoots;

Writes and edits news releases, radio spot announcements, feature articles, program brochures;

Works closely with representatives of the press, trade or professional associations and the news departments of radio stations;

Organizes and prepares community center's annual report.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the principles of journalism and communications; good knowledge of the principles and practices of public relations; good knowledge of audio-visual communication techniques; good knowledge of the operation of audio, video and film equipment; ability to write clearly and concisely; ability to prepare formats, layouts and copies of promotional materials; ability to work effectively with center staff, media representatives and the public at large; creativity; initiative; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) graduation from a recognized college or university with a Bachelor's Degree in journalism, communications or public relations and two years of experience in journalism, communications or public relations which must include one year of audio video experience; or (b) six years of experience in journalism, communications or public relations which must include one year of audio video experience or (c) a satisfactory equivalent combination of the foregoing training and experience.