

PUBLIC RELATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of a high level school district official, the incumbent plans, coordinates, directs and supervises a public relations program and presents information through diverse media outlets. The incumbent of this position is responsible for developing and implementing a communications program targeted to the specific needs and objectives of either a school district, BOCES alone, or BOCES and its component school districts. Frequent and significant contacts will occur with school officials as well as with media representatives, and various interest groups. Supervision is exercised over subordinate professional and clerical personnel. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Formulates, implements and evaluates policies for public relations and promotion programs;

Uses social media and digital platforms to amplify the branding and message of the organization to new and existing audiences;

Directs and/or prepares public information materials, programs and projects including news releases, publications and audio-visual materials;

Assists school districts plan, develop and implement a public relations program targeted to their specific needs and objectives;

Assists school districts in the responsible and effective use of new media tools;

Assesses public reaction to the policies, services and activities of the district or of its component school districts and responds orally and in writing to any public inquiries;

Arranges and supervises contractual relationships with school district personnel;

Plans and organizes community outreach activities to foster good understanding of the school district, or BOCES and its component school districts, which include special events, tours and speaker's bureau;

Speaks with media representatives, public officials and members of the public in various settings, positively and accurately representing the organization, its mission and its best interests;

Writes and/or edits documents, e.g., brochures, newsletters, booklets for various internal and external publications;

Produces or facilitates production of compelling and engaging visual content e.g., photos, videos, illustrations to accompany written content about the organization for print and digital platforms;

Writes and/or edits press releases, e-mail announcements, website content, video projects, arranges for feature and news stories and organizes press conferences;

Develops and maintains a working relationship with representatives of the print and electronic news media;

EXAMPLES OF WORK: (Illustrative Only) (Continued)

Supervises, trains and evaluates subordinate personnel assigned to the various projects;

Plans and conducts workshops on various public relations topics;

Creates budget for the Communications department and maintains compliance;

May schedule, prepare and assist the District Superintendent for personal appearances and interviews on current state education issues:

May represent BOCES or the school district at conferences and meetings;

Uses various computer applications software such as spreadsheets, word processing, calendar, e-mail, and database software the performance of job assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media; thorough knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program; thorough knowledge of the principles and techniques of establishing and maintaining effective public relations; thorough knowledge of various social media platforms; good layout and design skills; ability to handle multiple priorities and deadlines; ability to use various computer applications software; ability to express ideas in writing; ability to speak effectively in public; ability to deal with persons of divergent views in a courteous, tactful and effective manner; ability to build and maintain relationships and work well with others; ability to identify program problems and critical factors and to develop realistic solutions; ability to plan, coordinate and evaluate the work of assigned professional and clerical personnel; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential duties of the position; tact; resourcefulness; initiative; imagination; integrity; good judgment; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* and five (5) years of experience in public relations, community relations, journalism, or marketing which must have included or been supplemented by two (2) years of experience in public information†.

SUBSTITUTION: A Bachelor's Degree* in Communications, English, Journalism, Marketing, Public Relations or a closely related field may substitute for an additional year of the general work experience as described above. There is no substitution for the two (2) years of experience in public information†.

†DEFINITION: Public information involves the responsibility for planning, preparing and distributing written or broadcast material designed to promote understanding or general knowledge about activities, services, policies or objectives.

*SPECIAL NOTE: Education beyond the secondary level must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS:
In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.