

COMMUNITY INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for performing technical public relations activities. The individual will be responsible to facilitate information exchange among the divisions of BOCES, the County school districts and the community. The position will involve performing traditional public relations functions, including written material and visual presentations, to promote Sullivan County Board of Cooperative Educational Services. Work is performed under general direction of the District Superintendent.

TYPICAL WORK ACTIVITIES: *The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.*

Contacts a variety of media personnel to provide promotional or public relations materials

relating to Sullivan County Board of Cooperative Educational Services;

Writes and edits press releases, promotional pieces, and bulletins;

Serves as a liaison officer between the district and news media;

Directs activities designed to inform the public of departmental activities such as public meetings, tours of facilities, events and other activities;

Prepares various reports on BOCES activities, edits and designs monthly publications;

Maintains and updates various files and mailing lists;

Answers inquiries and provides information about Sullivan County Board of Cooperative Educational Services;

Provides prompt response to requests for public information about the Sullivan County Board of Cooperative Educational Services, its policies and programs;

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Good knowledge of publicity and public relations principles, methods, and tools; good knowledge of organizational objectives and purpose of departmental programs; good knowledge of the organizations and publications in the community; skills in the performance of public information activities; ability to express oneself clearly both orally and in writing; ability to establish and maintain amicable relationships with media sources and with others involved in public relations activities; ability to prepare layouts of brochures and public relations materials; initiative; resourcefulness, tact; courtesy; and good judgment.

MINIMUM QUALIFICATIONS:

Possession of a high school or equivalency diploma, and either;

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in journalism, public affairs, communications or a related field; or
- (B) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree and one (1) year of publicity, promotional or journalistic experience; or
- (C) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree and three (3) years of experience in publicity, promotion or journalism; or

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(D) An equivalent combination of training and experience as described above.

NOTE: Your degree or credits 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. If your degree or credits were awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at: <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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Last Reviewed: 08/31/98
Jurisdictional Class: Competitive
Public Hearing: N/A
NYS Civil Service Commission Approval: N/A

Revised and Replaced in Classplan: 1/3/2023
Revised and Replaced in Classplan: 12/26/2024 (Edu)