

COMMUNITY INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for performing tasks relating to the public relations activities. The individual will be responsible to facilitate and act as a liaison between districts participating in this service and their home community. The position will involve performing traditional public relations functions, including written material and visual presentations. Work is performed under general direction of the Community Information Officer, with wide leeway provided for the use of independent judgment.

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.*

Researches, writes and prepares news releases about the district;

Assists in setting annual objectives for the district's information program;

Serves as 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;

Oversees special projects such as the production of a regular column in the local newsletter reflective of the Superintendent's view;

Contributes to, prepares, edits, reproduces and distributes internal and external documents, including newsletters, media releases, brochures, fliers and other illustrative or informative materials as needed;

Coordinates events such as exhibits in local libraries or community centers which present student art or academic work favorably to the public;

Schedules press conferences, as needed;

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Performs other duties as assigned by the Community Information Officer.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARAC-

TERISTICS: Good knowledge of public information principles and methods; good knowledge of organizational objectives and purpose of departmental programs; skills in the performance of public information activities; ability to establish and maintain good working relationships with members of the media and the general public; ability to express oneself clearly both orally and in writing; initiative; resourcefulness; tact; courtesy; and good judgement.

MINIMUM QUALIFICATIONS: 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; 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 an Associate's Degree and two years of experience in publicity, promotion or journalism; or
- (C) Graduation from high school or possession of a high school equivalency diploma and four (4) years of experience as described in (B) above; or
- (D) An equivalent combination of training and experience as defined by the limits of (A), (B) and (C) 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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Public Hearing: N/A
NYS Civil Service Commission Approval: N/A

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