

COORDINATOR OF COMMUNICATIONS 271-M

DISTINGUISHING FEATURES OF THE CLASS: This position involves 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, press releases and publications campaigns. 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 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. Does related work as required.

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.*

Provides assistance to the Director of Communications in their function to promote the

development, preservation, operation, and general welfare of the County of Sullivan;

Assists in gathering and analyzing information regarding various public issues, community

perceptions and current trends affecting County plans and on-going operations;

Develops and recommends public and media information activities including paid advertising;

Responds to inquiries, complaints or requests for information, and conducts follow-up to ensure their resolution;

Prepares visual aids for distribution or presentation to a variety of audiences, to promote understanding and general knowledge of activities, services, policies or objectives of various County of Sullivan departments;

Assists in the development of county initiatives, outreach and emergency management messaging;

Performs related administrative functions to ensure the effective operation of the assigned area in a variety of platforms;

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

Represents the Director in their absence as needed;

Performs other duties as required.

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

TERISTICS: Thorough knowledge of business growth and development principles; good knowledge of the principles of marketing, advertising, communication, and promotion; good knowledge of factors used to identify and evaluate the community; working knowledge of local media and media relations. Ability to present ideas clearly, both orally and in writing; ability to use computer applications for word processing, spreadsheets, web design, graphic design, email, database management and social media video editing software; ability to write press release, articles and letters; ability to establish effective working relationships; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential duties of the position; resourcefulness; initiative and creativity in seeking new approaches to promote/maintain relations with the community;

initiative; and tact.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university recognized by the New York State Education Department with a Bachelor's Degree or higher in Journalism, Marketing, English, Communications, Business Administration, Public Administration, or a related field and two (2) years' experience performing the duties related to marketing, or public or community relations or information; or
- (B) Graduation from a regionally accredited or New York State registered college or university recognized by the New York State Education Department with an Associate's Degree in Journalism, Marketing, English, Communications, Business Administration, Public Administration, or a related field and four (4) years' experience as described in (A) above.

SPECIAL REQUIREMENT: Possession of a valid appropriate class driver's license.

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.

Y:\CLASSPLAN\COORDINATOR OF COMMUNICATIONS.DOC

Originated:6/17/2021

Jurisdictional Class: Competitive

Public Hearing:N/A

NYS Civil Service Commission Approval:N/A

Placed in Classplan 8/3/2021:

Revised and Replaced in Classplan: 1/25/2023

Revised and Replaced in Classplan: 12/27/2024 (Edu)