

DIRECTOR OF COMMUNICATIONS

271-F

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for performing public relations activities for all departments in county government. The position will involve performing traditional public relations functions to promote activities of county departments, which will include developing promotion strategies in the media, on the web and through television, print and radio. Work is performed under general direction of the County Manager and in accordance with policies established by the county legislative body. 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.*

Contacts a variety of media personnel to provide promotional or public relation materials relating to county government;

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

Responsible for coordination of newspaper articles;

Writes and edits speeches for various county public officials;

Prepares a variety of public relations documents, reports and literature;

Maintains social media presence on behalf of County Departments;

May plan and prepare visual aids for presentations to the county legislative body and community organizations, institutions, and groups;

Serves as the County's public information access officer, following established Freedom of Information Laws;

Ensures all press releases and significant information is posted to the County Internet website in a timely manner;

Conducts research, performs analyses, designs alternative plans, presents recommendations for consideration;

Maintains a variety of records and prepares reports relating to public relations and consumer affairs activities;

Performs other duties as required.

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

TERISTICS: Thorough knowledge of publicity and public relations principles, methods, and tools; good knowledge of the principles of journalism; good knowledge of county government, local organizations, publications, and groups interested in the facilities and activities in the county; good knowledge of social media; ability to express oneself clearly and concisely, both orally and in writing; ability to prepare layouts of brochures and public relations materials; ability to establish and maintain amicable relationships with media sources and with others involved in public relations activities; ability to prepare compiles written reports; ability to analyze factual data and prepare graphs, diagrams, and reports using a personal computer; ability to exercise personal discretion and sound judgment especially when dealing with the public; initiative; resourcefulness, tact; courtesy; and good judgment.

MINIMUM QUALIFICATIONS:

- (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 public relations, marketing, journalism, communications, or a related field, and three (3) years of acceptable experience in performing promotional and public relations or journalism activities; 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 in public relations, marketing, journalism, communications, or a related field, and five (5) years of acceptable experience as described in (A) 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.

Y:\CLASPLAN\DIRECTOR OF COMMUNICATIONS.DOC
Last Reviewed: 1/27/1999
Jurisdictional Class: Competitive
Public Hearing: N/A
NYS Civil Service Commission Approval: N/A

Amended 10/03/03; 03/10/04
Replaced in Classplan 1/26/17
Revised and Replaced in Classplan: 1/31/2023
Revised and Replaced in Classplan: 3/25/2025 (Edu)