

**MOTOR VEHICLE BUREAU CUSTOMER SERVICE SPECIALIST 24-F**

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for coordinating and performing clerical as well as other diversified duties in support of promoting and marketing services offered by the Sullivan County Motor Vehicle Bureau in order to help increase public accessibility and revenue to the County. Duties will include emphasizing advantages available to local as well as out of area residents and businesses, including automobile dealerships, in utilizing the Sullivan County site. The incumbent works under the direct supervision of the County Clerk and Department of Motor Vehicle Administrator with leeway for the use of independent judgment in performing most duties of the position.

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.*

Prepares and transmits promotional literature, reports and public service announcements for radio, newspaper publications and other media sources promoting motor vehicle bureau activities;

Writes and edits ideas for distribution to municipal, civic, social and educational groups to promote Sullivan County DMV Mobile Unit;

Addresses schools, social and civic groups promoting bureau activities;

Assists in coordinating mobile unit rotation and scheduling of personnel;

Searches prospective automobile dealers utilizing online web services and general inquiries;

Performs clerical licensing, registrations and enforcements activities in accordance with defined Local agency and State Motor Vehicle procedures;

Computes fees, collects payments, makes changes, issues receipts and prepare required reports;

Types and verifies data from original documents for computer input and processing dealership

transactions;

Evaluates and assesses the success of the mobile unit at each location and determines if alternate locations are needed;

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

Solicits potential automobile dealerships by letter and phone to promote personalized customer service;

Answers phone and written inquiries pertaining to agency functions and services;

Performs other duties as assigned.

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

**TERISTICS:** Good knowledge of publicity principles, methods and tools; good knowledge of procedures relating to issuance of drivers licenses and vehicle registration; good knowledge of the rules and regulations of the Commissioner of Motor Vehicles and pertinent sections of the Vehicle and Traffic Law; good knowledge of business arithmetic and English; good knowledge of the geography of the county; ability to operate software products for word processing, web sites, spreadsheets, database reports and special graphic programs; ability to establish and maintain amicable relationships with community groups, business representatives, media representatives and the general public; ability to express oneself clearly, both orally and in writing; ability to exercise sound judgment; ability to understand and follow oral and written directions; clerical aptitude; resourcefulness; courtesy; and tact.

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 an Associate's Degree or higher and one (1) year of experience in the field of public relations, marketing, advertising or a similar position involving direct interaction with the public, which experience shall have included the operation of a computer for word-processing, database or spreadsheet applications; or
- (B) Graduation from high school or possession of a high school equivalency diploma and three (3) years of experience in the field of public relations, marketing, advertising or a similar position involving direct interaction with the public, which experience shall have involved at least one year in the operation of a computer for word-processing, database or spreadsheet applications; or
- (C) An equivalent combination of training and experience as described in (A) and (B) above.