

COMMUNICATIONS AND COMMUNITY EDUCATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under the supervision of the Commissioner of Planning and the Deputy Commissioner, this class is responsible for promoting communication and cooperation between the Department of Planning and the public and its representative groups. Some supervision is exercised over the secretarial and graphics staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Prepares a departmental newsletter;

Prepares press releases on activities with the Department;

Edits departmental papers and studies for publication;

Assists in the activities of the Westchester Municipal Planning Association, including its meeting program, mailing list maintenance and improvement, field trips and publications;

Answers routine requests from the public for information;

Formulates and tests methods for judging the Department's effectiveness in conveying information to municipal officials, local groups, and individuals;

Develops a testing program for obtaining public opinion on county planning and program areas;

Arranges speaking engagements for members of the department and formulates a standard for public speaking engagements;

Makes public presentations and represents the department at public meetings;

Coordinates the department's public relations efforts with those of other county departments;

Promotes liaison between the department and such agencies as the Tri-State Regional Planning Commissioner, Regional Plan Association, and the Westchester County Association, and others;

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Knowledge of the principles and practices of public and community relations; some familiarity with principles of planning; highly developed ability to write clearly and concisely; ability to meet and deal with people effectively; initiative; tact; good judgment; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* in Psychology, Sociology, Journalism, Political Science or English or Urban Studies and either (A) a Master's Degree* in one of the above mentioned subjects and one year experience in the field of Psychology, Sociology, Journalism, or service in a public or private agency involving writing and community relations; or (B) two years of office experience, one of which must have involved specialized experience as stated above involving writing & community relations; or (C) a satisfactory equivalent combination of the above stated training and experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution. recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

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J. C.: Competitive
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Job Class Code: C1196
Job Group: X