

DIRECTOR OF COMMUNICATIONS – BOARD OF LEGISLATORS

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this class assists in the administration and coordination of all communication related issues including public information and relation activities, and all communications related issues for the Board of Legislators. The incumbent participates in speechwriting, press conferences, media stories, and related projects; the coordination of departmental public information activities such as: press releases, brochures and related printed materials including marketing matters; editing letters and reports that are written for the Board Leadership; the production of in-house videos that inform and educate the public, etc. Frequent and significant contacts occur with officials at the federal, state and local levels of government, as well as with media representatives, various interest groups and the public. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Assists with departmental public information functions including press releases, speeches, press conferences, brochures, mailings and other materials;

Prepares public information materials, programs, promotions and projects, including news releases, publications and audio-visual materials, both in written and automated formats;

May attend local, regional and national press events, interviews and editorial board meetings, and assist in the preparation of talking points and speeches;

Establishes and maintains liaison with press correspondents, television, radio, newspaper editors and publishers;

Studies the public's knowledge and interest in various activities, services and objectives of the Board of Legislators, including the impact of past and current marketing campaigns, to project the benefits to the population served;

Responds to media inquiries and coordinates their handling with involved legislators;

Keeps abreast of all mail, both electronic and postal, directed to the Board of Legislators to keep apprised of issues that concern the public;

Coordinates community relations events, constituent affairs and outreach to communities and individuals;

Identifies target populations for advertising, promotional and marketing campaigns for Board of Legislators services by gathering demographic statistics and selecting various media that would best serve as tools for presentation to a variety of citizen groups;

Attends conferences, meetings, seminars, public hearing, and presentations to gather information and represent the Board of Legislators;

Coordinates automated public information services and initiatives provided by the Board of Legislators and informs the public of how these services can be used in their community;

EXAMPLES OF WORK: (Illustrative only) (Cont'd)

May perform other incidental tasks, as needed;

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

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program; good knowledge of the principles and techniques of establishing and maintaining effective public relations; good knowledge of the techniques of preparing, producing and disseminating information to the various media; good knowledge of the functions and organization of the County of Westchester; ability to speak effectively in public; ability to deal with persons of divergent views in a courteous, tactful and effective manner; ability to establish and maintain effective working relationships; ability to identify program problems and critical factors and to develop realistic solutions; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; tact; resourcefulness; initiative; imagination; integrity; sound professional judgment; diplomacy, physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* in Communications, Journalism or closely related field and four years of public information or related experience.

SUBSTITUTION: Satisfactory completion of 30 credits towards a Master's Degree* in Communications, Journalism or closely related field may be substituted on a year for year basis for up to two years of the above stated 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 Department of Education as a post-secondary, degree-granting institution.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.