

INFORMATION AND EDUCATIONAL SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this position is responsible for the formulation, coordination and implementation of a Department's public information program designed to develop the public's interest, understanding and goodwill toward the activities of the Department. The incumbent has substantive contact with individuals and groups outside the Department and the press. This aspect of the incumbent's work is indicative of the requirement for independent judgment. Supervision may be exercised over a small staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Plans, coordinates, implements and evaluates a public relations and information program for a department;

Proposes public information policies and campaigns for the Department, or proposes changes in its present policies on such matters as handling inquiries from the news media and releasing material under the Freedom of Information legislation;

Researches, prepares and edits material for dissemination outside the Department, including press releases and articles for the news media and specialized publications and graphic and audio-visual materials;

Works with Department staff to develop material and to resolve details of manuscripts and illustrations;

Arranges press conferences and/or public meetings involving presentation by Superior, staff and incumbent to promote programs, answer questions and distribute materials;

Advises superior of the public relations aspects of the Department programs;

Represents the Department by speaking before community groups, and arranges speaking engagements for members of the Department;

Prepares Department newsletters, brochures, posters, etc.;

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

Coordinates the Department's public relations efforts with those of other County Departments under the direction of the County Executive's Office of Public Information;

Maintains and develops good relations with representatives of the media and of interested groups and organizations;

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: Thorough knowledge of the principles and practices of public relations; good knowledge of the uses and limitations of various media needed to reach to audiences of importance to the Department; good knowledge of the techniques and practices of verbal and written communications including style, vocabulary, spelling and grammar; skill in the use of computer applications such as spreadsheets, word processing, e-mail, and database software; ability to locate various sources of information and verify data; ability to plan, organize and implement a public relations program; ability to prepare concise written reports; ability to present ideas clearly and effectively, both written and orally; ability to deal effectively with the public and representatives of mass media; initiative; tact; sound judgment; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) a Bachelor's Degree* and four years experience in public relations, advertising, communications, journalism or sales/marketing, which included writing and researching public information articles; or (b) a high school or equivalency diploma and eight years experience as stated in (a); or (c) a satisfactory equivalent combination of training and experience as defined by the limits of (a) and (b).

*SPECIAL NOTE: Education beyond the secondary 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.