

MANAGEMENT ASSISTANT (PUBLIC RELATIONS - WCMC)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of the Commissioner of Hospitals, an incumbent of this class has responsibility for developing, implementing and coordinating an effective community and public relations program for the department insuring that the implementation of such efforts is effectively integrated with other programs and operations of the Medical Center. This includes planning, preparing and distributing information to stimulate interest on the part of the community in the services provided by the Westchester County Medical Center. Extensive contact with media representatives, governmental officials and interest groups requires sensitivity and sound judgment. Supervision may be exercised over clerical and other support staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Gathers and analyzes information regarding community perceptions and attitudes of departmental operations and plans, and develops effective strategies and programs in response;

Plans public information activities to provide a continuous and regular program of public education;

Keeps top departmental management and other key County officials aware of community attitudes and perceptions and presents response programs for approval;

Initiates, prepares and reviews press/media release as well as general public informational material including brochures and newsletters;

Meets with concerned community groups or their representatives on a continuing basis in an effort to keep these interested groups aware of Medical Center plans and operations;

Proposes and implements public information policies for the Medical Center, or changes in its present policies, on such matters as handling inquiries from the news media and releasing material under the Freedom of Information Legislation;

Assists Medical Center divisions in planning special publicity programs;

Acts as the departmental records access officer and prepares appropriate correspondence and record documentation;

Participates in the coordination and implementation of development activities to promote WCMC and its programs;

Prepares monthly and annual reports for the Commissioner;

Acts as departmental representative, when required, at functions.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community relations/public relations; good knowledge of the organization, functions, programs, services and policies of the Westchester County Medical Center; good knowledge of the uses and limitations of various media needed to reach audiences of importance to the Medical Center; working knowledge of the Freedom of Information Act; ability to communicate effectively both orally and in writing; ability to research, organize and prepare concise written reports; ability to deal effectively with the public and representatives of the mass media; initiative; tact; resourcefulness; 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 the field of journalism, public relations, communications or advertising, one year of which must have been in a health-care facility or involving health care issues; or (b) a Master's Degree* in English, Journalism, Public Relations, Communications, Social Studies or Humanities and three years experience as stated in (a), including the one year of specialized experience; or (c) a satisfactory equivalent combination of the foregoing 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.