

PRESS SECRETARY - COUNTY EXECUTIVE

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of the County Executive, the Press Secretary is responsible for the preparation and issuance of press releases and follow-up and reference work related thereto. Work is performed with considerable independence of action. Supervision is not a normal responsibility of this position though staff supervision may be exercised in the performance of specific duties. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Confers with the County Executive in order to plan details of an assigned program such as program limits, involved County policies, format, media and techniques;

Prepares, edits and releases news stories regarding any one or all of the County departments, for television, radio, newspaper, and other media;

Supplies fact sheet and answer questionnaires for the news media;

Makes arrangements for photographs and interviews by the press;

Advises departments regarding particular promotional projects;

Attends conferences called by the County Executive;

Represents the County Executive at day and evening functions;

Prepares reports on research matters, when assigned;

Maintains a newspaper clipping file;

Conducts visitors on tours, as required;

Obtains signatures authorizing release of information and publicity pictures, where required;

Maintains historical records and scrapbooks for future reference;

Assists in arranging for facilities and services for conferences, luncheons, dinners, etc.;

Prepares graphic materials and special reports.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles, techniques and procedures of journalism and public relations; thorough knowledge of the techniques of verbal and written communication including style, vocabulary, spelling and grammar; good knowledge of the techniques of preparing, producing and disseminating information; ability to communicate effectively both orally and in writing; ability to deal effectively and harmoniously with the press and the general public; resourcefulness; good judgment; tact; courtesy; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) a Bachelor's Degree* in journalism, political science, public relations, government, or in a related field and three years of experience in the preparation of information material for the mass media or the development of public relations programs; or (b) a Master's Degree* in journalism, political science, public relations, government or related field and two years of experience as indicated under (a); 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.

NOTE: Verifiable volunteer experience in community relations may be substituted for an equal amount of the required experience.