

## PROGRAM ADMINISTRATOR (COMMUNITY EDUCATION)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this position is responsible for the overall development and implementation of a departmental public relations program. This includes planning, preparing and distributing information and instructional material relating to the programs, services and goals of the assigned department. An incumbent provides technical advice and assistance in public relations to departmental officials, ensures the consistency of disseminated information, and ensures compliance with established County and departmental policies and procedures regarding the release of public information. Extensive contact is maintained with media representatives, governmental officials and interest groups requiring sound judgment and tact. An incumbent may supervise a number of community education professionals and support staff. This class differs from the lower level Program Specialist in that the Program Administrator has the overall responsibility for the development and implementation of a departmental community education program. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Plans, directs and prepares community education programs to provide information to the public and to promote and/or explain departmental programs and services;

Directs the preparation of and researches, prepares, and edits news releases, features, public service announcements, scripts, calendars, newsletters, etc.; monitors progress, as needed, to ensure timely production;

Manages and produces all written and visual materials for the department web site, including creating new articles and updating community education programs and existing content;

Monitors departmental community education activities to ensure compliance with established policies and procedures;

Develops and/or maintains procedures for responding to complaints, criticism and inquiries; depending on nature of complaint, may respond independently, or draft responses for review by higher-level staff and/or staff from the County Executive's Office;

Directs the development and maintenance of a departmental library of all disseminated information as well as all published materials from other sources relating to departmental programs and services;

Evaluates community education approaches for effectiveness; works with program or service staff to implement modifications to disseminated materials to more effectively reach targeted markets, and/or in response to public feedback;

Directs the development and maintenance of mailing lists and distribution lists;

Represents the department at conferences and exhibits;

Escorts visitors and conducts tours of facilities and speaks to public groups to describe and promote departmental goals, programs and work, and to promote understanding, cooperation, facility use, etc.

EXAMPLES OF WORK: (Illustrative Only) (cont'd)

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

May perform other incidental tasks, as needed.

When assigned to the County Clerk or the District Attorney:

Responsible for developing and disseminating highly confidential and sensitive material in support of the strategies and initiatives of the elected departmental head;

Represents the elected official's policies and mission, in sharing approved materials with the media and public.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Thorough knowledge of the principles and practices of 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; good knowledge of the methods and techniques used in evaluating community education programs; ability to communicate effectively both orally and in writing; ability to develop and maintain effective working relationships; ability to evaluate programs, identify problems and develop solutions; ability to supervise the work of subordinates; ability to develop and maintain effective relationships with the media; 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; good judgment; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) Bachelor's Degree\* in Journalism, English, Marketing, Communications or related field and five years of experience which involved writing community education articles including research of subject data, or preparing the content of information in brochures, pamphlets, or newsletters used for public information purposes; or (b) a Bachelor's Degree\* and six years of experience as stated in (a).

SUBSTITUTIONS: (1) Satisfactory completion of 30 credits\* towards a Master's Degree\* in one of the aforementioned fields may be substituted for one year of the required experience. (2) Verifiable volunteer experience in community relations may be substituted for an equal amount of the required experience.

NOTES:

1. Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.
2. Experience gained as a volunteer must be equivalent to a 35 hour a week, full-time position.
3. Applicants will be asked to submit examples of their written work.

\*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.

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J.C.: Competitive/Unclassified(WCC)  
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