

PROGRAM SPECIALIST (COMMUNITY EDUCATION)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class participates in the planning and development of an on-going public relations program. Incumbents exercise independent judgment within the framework of established priorities, goals, philosophy, policies, and procedures. Responsibilities involve researching, writing, and disseminating materials to promote interest in, and understanding and awareness of, departmental goals and programs. An incumbent may be assigned to a department or work in a central information office, providing technical advice and assistance in public relations to personnel of assigned departments. While guidance may be provided to subordinate staff, supervision is not a responsibility of this position. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Plans and develops community education activities and strategies to provide a continuing program of public information;

Researches and writes news releases, brochures, newsletters, speeches, etc., describing the organization, activities, objectives and services of assigned departments;

Collects, assembles and compiles information, clippings, photos, etc., on departmental activities maintaining a file of these items;

Disseminates information regarding departmental programs to the media, local agencies and the general public;

Prepares copy and layouts and follows up on the physical preparation and dissemination of material to ensure timely distribution;

Responds to inquiries, complaints, criticism and maintains log of disposition;

Compiles and maintains mailing and distribution lists;

Prepares survey questionnaires and tabulates and analyzes data to determine effectiveness of departmental programs;

Evaluates public information material to determine its effectiveness in promoting and describing departmental programs and goals;

Prepares exhibits for display at conventions, conferences and public meetings;

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

May access protected health information (PHI) in accordance with departmental assignments and guidelines defining levels of access (i.e. incidental vs. extensive);

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.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the theory and practice of public relations; good knowledge of the techniques of verbal and written communication including style, vocabulary, spelling and grammar; good knowledge of the media used in public relations and their characteristics and applicability; ability to research and collect information and data; ability to communicate effectively both orally and in writing; 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; accuracy; initiative; good judgment; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) a Bachelor's Degree* in Journalism, English, Communications, Marketing or related field and two years of experience where the primary function of the position was writing public information 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 three 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.