

PROGRAM SPECIALIST (COMMUNITY RELATIONS - TRANSPORTATION)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for assisting in the planning, coordination and implementation of the Department of Transportation's public relations and information, marketing and customer relations programs. Responsibilities also include administering a program to receive and respond to public concerns regarding the transportation system, and analyzing and prioritizing complaints. Supervision may be exercised over a number of clerical employees. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Participates in the liaison and interface between the Department of Transportation and public and private institutions, major employers, corporations, groups and committees regarding the marketing of transportation programs and services;

Conducts and analyzes user and non-user preference surveys to determine the utilization of present transportation services and community demand for new and improved services;

Prioritizes customer complaints and identifies those which require departmental follow-up;

Prepares reports after analyzing complaints; identifies the nature and frequency of complaints;

Coordinates activities with the Operations Section to resolve recurring service problems, deficiencies and gaps in services;

Contributes to the research and evaluation of the projected benefits, associated costs, evaluation criteria and target populations for advertising, marketing and public relations programs;

Provides editorial and graphic assistance in the formulation of the department's advertising, marketing and public relations programs;

Assists in the coordination of the activities of any advertising/marketing agencies retained by the department;

Drafts various public notices, flyers and press releases concerning changes in service, fares, policies and other promotional programs;

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 required.

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the basic principles, practices and techniques of advertising, marketing, public relations and community relations; good knowledge of the organization, functions, programs, services and policies of the Westchester County transit system; ability to investigate, research, organize and write reports; ability to establish and maintain cooperative relationships with public officials, corporate leaders, community groups and the public; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential duties of the position; ability to effectively use computer applications such as spreadsheets, word processing, calendar, email and database software; initiative; resourcefulness; tact; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* in Communications, Journalism, Advertising, Marketing, English, Business Administration or a related field and two years of experience where the primary function of the position was in Marketing or Public Relations** or (b) a Bachelor's Degree* and three years of experience as described in (a).

*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.

**DEFINITION: Public Relations experience should include liaison activities with public officials, corporations, other agencies, news media and the public. Duties may include planning, preparing and distributing written material designed to promote understanding or general knowledge about activities, services, policies or objectives.

SPECIAL REQUIREMENT: Possession of a valid New York State Driver's License at time of appointment.