

PUBLICITY MANAGER

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of a higher level administrative or public relations employee, an incumbent is responsible for researching, writing, and disseminating material to promote public interest and participation in programs sponsored by PRC. An incumbent will exercise independent judgment in the context of contact with the public, the media, and other departments. The incumbent may be assigned primarily to PRC or to a section of the department such as the County Center or Playland. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Researches details, backgrounds, and data sources for use in preparing news releases;

Writes copy for press releases, public service announcements, flyers, photo captions, program calendars, etc., for programs, activities and facilities;

Disseminates information regarding function to other divisions, local agencies, the media and general public via flyers, telephone information line, bulletins, information kits, etc.;

Maintains good working relations between the Department and local recreation agencies, the press, trade and professional associations;

Prepares copy and layouts and follows up on the physical preparation of press releases, flyers, brochures, pamphlets, in order to maintain a timely distribution schedule;

Prepares questionnaires to be used in telephone, mail and/or person-to-person surveys and tabulates and analyzes data to assist in determining effectiveness of public relations information, programs, etc.;

Promotes good relations between employees, patrons, concessionaires, etc.;

Escorts visitors and conducts tours explaining Department work and goals and promoting understanding, cooperation, and facility use;

Maintains a file of news items, pictures, story ideas, etc.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the techniques and practices of verbal and written communications including style, vocabulary, spelling and grammar; ability to locate various sources of information and verify such data; ability to present ideas in an orderly manner both written and orally; ability to deal with others cooperatively and effectively; initiative; tact; good judgment; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* and two years experience in Journalism, Advertising, Communications or related field which included writing and researching public information articles; or (b) a high school or equivalency diploma and six years experience as stated in (a); or (c) a satisfactory equivalent combination of training and experience as defined by the limits of (a) and (b).

NOTE: College* education may be substituted at the rate of 30 credits for one year of experience up to a maximum of 4 years.

*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 Education Department as a post-secondary, degree-granting institution.

SUBSTITUTIONS: Credits earned toward a Master's Degree may be substituted at the rate of thirty credits per year of experience. Verifiable volunteer experience in community relations may be substituted for an equal amount of the required experience.