

STAFF ASSISTANT (COMMUNITY EDUCATION)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class researches and compiles information for the preparation of press releases, writing of news releases and for dissemination of other public information materials. The incumbent participates in planning and developing a public relations program for the County or for a county department. Duties require the incumbent to utilize good judgment, initiative and independent action in carrying out assigned projects. While guidance may be provided to subordinate positions, supervision is not a responsibility of this class. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Performs research for the development of assigned community education projects; uses a variety of sources to collect the most relevant and timely data;

Analyzes and evaluates information and inquiries in areas such as departmental services, staffing, legislation, program objectives, cost of services, recipients of departmental services to assist in developing effective public information strategies;

Prepares and edits copy as well as graphic and audio-visual materials for use in press releases, publications and presentations;

Conducts tours of County facilities to acquaint the public with departmental services and to promote understanding and good will between the department, the press, and the public;

Communicates with schools, organizations, associations, etc. requesting guest speakers or subject matter experts from various County departments; assists in presentation preparation by performing research and gathering information as assigned;

Assists in providing educational materials for dissemination at various events such as fairs, heritage festivals, etc. by working with departmental staff in performing research, compiling informational materials, etc.;

Participates in public hearings, community education meetings, and public exhibits to distribute explanatory materials, answer questions, and provide information about programs and services;

Assists in the preparation of questionnaires to be used in telephone, mail and/or person-to-person surveys to assist in determining the effectiveness of programs and services,;

Tabulates and analyzes survey data, making recommendations for improvements;

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 and practices of verbal and written communication including style, vocabulary, spelling and grammar; 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 functions 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, Marketing, Communications, English or related field; or (b) a Bachelors Degree* and one year of experience where the primary function of the position was writing public information articles, including research of subject data, or in preparing the content of information in brochures, pamphlets, or newsletters used for public information purposes.

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

NOTE #1: Experience gained as a volunteer must be equivalent to a 35 hour a week, full-time position.

NOTE #2: 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 Education Department as a post-secondary, degree-granting institution.