

## PUBLIC RELATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent in this class has responsibility for, or assists in, planning and developing promotions, publicity and informational services for a municipality or school district. Supervision may be exercised over a small staff of clerical subordinates. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Writes, edits and prepares news releases, radio spot announcements, feature articles, pamphlets, brochures, newsletters, posters and audio visual materials for public information and various internal and external publications;

Maintains working relationships with the press, electronic news media, trade or professional associations and the news departments of radio stations to publicize school district or municipality events or issues of interest;

Disseminates information regarding functions and activities of the municipality or school district;

Arranges press conferences;

Advises superiors on public relations aspects of agency programs;

Prepares district press releases and drafts of speeches for officials;

Participates in development and operation of exhibits;

Maintains and updates agency website to post information, announcements, and to ensure accuracy of information presented;

Confers with administrators, staff and department heads to establish content information for web pages;

Converts hard copy documents into format for use on webpages and posts to website;

Oversees graphic elements of agency website;

Works with administration and staff to develop, edit and produce videotaped programming of public meetings (e.g. Board of Education, Town Council) and other agency events;

May work with a local (municipal or school district) cable television station to post announcements and information;

May represent his/her agency by speaking before interested public groups;

May supervise the work of a small clerical support unit;

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

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the techniques of preparing, producing and disseminating information to the various media; good knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program; good knowledge of the principles and techniques of establishing and maintaining good public relations; ability to use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to write clearly and concisely; good layout and design skills; ability to work effectively with the public and representatives of mass media; ability to speak effectively in public; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; act; resourcefulness; creativity; initiative; imagination; integrity; good judgment; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree\* and three (3) years of work experience in which the primary function of the position was copywriting or news writing for radio, TV, newspapers, publications, advertising agencies or writing relating directly to the community/public relations\*\* field.

\*\*DEFINITION: Community/public relations is defined as experience acting as a liaison with public officials, corporations, other agencies, news media, and/or the public, which included responsibility for planning, preparing and distributing written materials designed to promote understanding or general knowledge about activities, services, policies or objectives.

SUBSTITUTION: A Bachelor's Degree\* in Communications, English, Journalism, Marketing, or Public Relations or a Master's Degree\* may be substituted for one year of the work experience specified above.

\*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.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS:

In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.

Towns & Villages,  
Cities of Rye & Peekskill,  
School Districts  
J. C.: Competitive

Job Class Code: 0153 (Municipalities)  
S135 (School Districts)