

PUBLIC INFORMATION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative position responsible for preparing and providing various information to the community regarding the school district. The incumbent serves as the media contact person and may act as the spokesperson for the district. The work is performed under the general direction of the Superintendent and/or designee, with leeway allowed for the use of independent judgment while following prescribed policies and procedures. Although supervision is not a function of this position, the incumbent directs the work of support staff assigned to various projects. Does related work as required.

TYPICAL WORK ACTIVITIES:

Coordinates the development and distribution of information to the community regarding the district's activities, programs, services, current issues, policies, procedures and major initiatives such as capital projects;

Coordinates and prepares with district staff the subjects, data collection and preparation of district newsletters, news articles, district reports, school calendars, advertisements for district events, student handbooks, curriculum guides, informational packets, brochures, videos and displays;

Writes, reviews and edits material submitted for publication and/or presentation;

Directs the activities of the printshop production as well as circulation of the material;

Reviews written publications of the district and makes recommendations for changes when necessary;

Coordinates media relations (TV, newspaper and radio) by scheduling and preparing press/news releases and conferences;

Serves as liaison to district residents by researching and providing answers to questions;

Serves as a resource for district administrators by relaying pertinent information and concerns of district residents;

Plans, develops and coordinates district programs, special events and ceremonies as well as the associated advertising/marketing materials;

Coordinates community initiatives with local governments, churches and other community organizations;

Serves on various committees throughout the district and/or the community;

Plans, designs and coordinates web-based materials and activities;
Conducts and/or coordinates photographic and videographic public relations sessions;
Oversees the public information content of the district website on the Internet;
Takes photographs at various district events as well as works with photographers and artists to produce pictures, videos and illustrations;
Attends and/or assists at Board of Education meetings, budget meetings, PTA meetings, sports banquets, etc.;
Maintains files for all assigned projects;
Prepares various reports when necessary.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of principles and practices of public relations;
Thorough knowledge of the programs, policies and procedures of the agency;
Good knowledge of the principles of journalism as applied to public relations;
Good knowledge of methods of producing, publishing and distributing printed informational material;
Working knowledge of technological literacy including web-designs and digital publications/photography;
Working knowledge of the basic concepts and terms used in printing layout and design;
Working knowledge of photography;
Skill in preparing material for publication and/or presentation;
Skill in public speaking techniques;
Ability to interpret and analyze complex written and verbal information;
Ability to communicate effectively both orally and in writing;
Ability to express oneself clearly and concisely;
Ability to direct the work of personnel assigned to various projects;
Ability to establish and maintain effective working relationships within the district, the community and vendors;
Ability to operate a personal computer as well as the various software used to achieve the district's public information goals and objectives;
Resourcefulness;
Good judgment;
Initiative;
Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree or higher in public relations, journalism, communications, English or closely related field and (2) two years of experience in public relations, television production, advertising, journalism or communications; OR
- B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree which includes 15 semester credit hours in public relations, journalism, communications or closely related field and (4) four years of experience in public relations, television production, advertising, journalism or communications; OR
- C) An equivalent combination of training and experience as defined between the limits of A) and B) above.

SPECIAL REQUIREMENT: Possession of a valid New York State driver's license appropriate to the vehicles operated or otherwise demonstrate their ability to meet the transportation needs of the job.

NOTE: Incumbents in this position may be required to work/be on call evenings and weekends.

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COMPETITIVE