

MANAGER OF COMMUNICATION AND PUBLIC RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for directing a program of communications and public relations coordination for Broome-Tioga BOCES and its component schools. The incumbent analyzes the various strategies, methods and forms of communication services, including but not limited to, traditional print media, social media, web sites. Develops and implements public relations programs for local school districts for various events, projects, and other initiatives to keep the public informed. Develops operational policies and procedures, provides leadership and arranges for professional development of staff. Work is performed under the general supervision of the Manager of Technical Support Services. Supervision is exercised over subordinate professional, support, and clerical personnel. Does related work as required.

TYPICAL WORK ACTIVITIES:

Hires, evaluates, manages and develops individuals to provide communication services to BOCES and component schools;

Arranges and supervises contractual relationships and partnerships with school district personnel and businesses;

Help promote and effectively utilize teamwork process among staff and stakeholders;

Develops and maintains positive working relationships with school, community and legislative/regulatory leaders;

Collects, organizes and presents communications impact data and reports to component schools and BOCES;

Works with customers to define and create new opportunities for communications related service delivery;

Provides staff with learning/growth opportunities through professional development;

Assists staff and school stakeholders with research, design and implementation of communications programs targeted to the specific needs and objectives of BOCES and its component schools;

Participates in the preparation, maintenance, and management of departmental budgets and oversees expenditures;

Oversees/facilitates the delivery of technical expertise and personnel in the areas of web design, web content management, print journalism, video production, social media management, branding/graphic design and related fields/functions.

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

Good knowledge of the principles and practices of public relations;
Good knowledge of communication needs and media relationships;
Good knowledge of organizational and time management skills;
Working knowledge of primary social media platforms;
Ability to lead and continually develop a creative team of communications professionals;
Ability to understand and interpret complex oral instructions and/or written directions;
Ability to establish and maintain effective working relationships;
Ability to communicate effectively both orally and in writing;
Ability to prepare complete and accurate reports and statements of considerable complexity concerning communications initiatives and issues;
Ability to plan and supervise the work of others;
Ability to assign and direct personnel in a manner conducive to good performance and high morale;
Ability to prepare budgets, operating reports, and a variety of other reports relative to program activities.

MINIMUM QUALIFICATIONS:

A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Master's Degree in business administration, public administration, public relations, communications, marketing or closely related field and four (4) years of experience involving the implementation and oversight of public relations, marketing or communications programs; OR

B) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in communications, marketing, public relations, business administration, or closely related field and six (6) years of experience involving the implementation and oversight of public relations, marketing or communications programs; OR

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C) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in communications, marketing, public relations, business administration, or closely related field and eight (8) years of experience involving the implementation and oversight of public relations, marketing or communications programs; OR

D) An equivalent combination of training and experience as defined by the limits of A) and B).

R1111 9/19/19