

PUBLIC & SCHOOL DISTRICT LIAISON (BOCES)

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for providing an informational and marketing program for a government agency and is also responsible for developing, monitoring and coordinating programs for school districts. The programs may include but are not limited to home school students, district testing, regional spelling bee, Arts in Education and other special projects. An employee in this class performs a wide range of public information and marketing activities required in planning, preparing and disseminating information and promotional materials relative to services, programs, projects and objectives of the agency. Emphasis is in the ability to develop and follow through on departmental marketing initiatives through promotional forums. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general supervision with leeway allowed for carrying out the day-to-day responsibilities of the position. Supervision may be exercised over subordinate personnel. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only) Oversees the implementation of programs in accordance with respective rules and regulations; May develop plans for students to establish goals for achieving organizational and communication skills, strategies for success and special concerns; Functions as liaison between parents and school; May write and develop grants including but not limited to budget development and monitoring; May research, identify needs and develop additional and future program offerings; Participates in meetings as required; Completes reports on various programs components as required or requested; Serves as an information liaison between the agency and the community at large including keeping the community informed about activities through news releases and providing prompt responses to requests for public information about agency programs; Supervises, coordinates and participates in the production and distribution of various types of multi media material; Develops and collaborates on web content, exhibit designs, booklets, pamphlets, flyers and articles for public distribution; Maintains an up-to-date file resulting from information from the local media; Supervises and coordinates photography to be used for publication and maintains a file for future use; Sets annual objectives for public information program; Does staff training in communications including writing for the general public, public speaking, and projection of positive image about their place of employment; Coordinates group tours of the facilities by outside visitors; Assesses public reaction to agency activities by providing verbal or written response, working closely with agency staff; Stays abreast of professional practices in the field of communications by attending regional conferences and through membership in professional organizations.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good organizational skills; Good knowledge of public relations principles and practices; Good knowledge of the principles of marketing and communications as they apply to governmental information and publication/promotional programs. Good knowledge of marketing strategies and technology appropriate for use in various communications media; Ability to communicate effectively both orally and in writing; Ability to maintain effective working relationships with employees, students, parents and the public; Ability to work independently; Ability to keep records accurately; Ability to maintain strict confidentiality; Working knowledge of agency programs and operations; Working knowledge of methods and procedures for producing and publishing news articles, brochures, and newsletters; Knowledge of school based programs; Tact; Courtesy; 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 in business, public relations, journalism, liberal arts and sciences, communications or related field and two years of full-time paid or its part-time paid equivalent in public or community relations, program development and management experience or related fields; OR
- B. Graduation from a regionally accredited or New York State registered college or university with an associate's degree in business, public relations, journalism, liberal arts and sciences, communications or related field and four years of full-time paid or its part-time paid equivalent in public or community relations, program development and management experience or related fields; OR
- C. Graduation from high school or possession of a New York State equivalency diploma, and six years of full-time paid or its part-time paid equivalent in public or community relations, program development and management experience or related fields; OR
- D. An equivalent combination of training and experience as defined by the limits of A, B and C.

Adopted 12/9/14