

PUBLIC INFORMATION SPECIALIST (BOCES)

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for the planning and implementation of various projects in the areas of information dissemination to the general public as well as staff. 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. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only) Serves as an information liaison between BOCES and the community at large including keeping the community informed about BOCES activities through news releases and providing prompt responses to requests for public information about BOCES educational programs; Supervises and coordinates the preparation of all BOCES publications including orientation brochures, course offering publications, newsletters, etc.; Maintains an up-to-date file of all newspaper clippings resulting from BOCES' information output as a way of monitoring the local media; Supervises and coordinates photography to be used for publication and maintain a photo file of contact prints and negatives for future use; Sets annual objectives for BOCES 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; Plans and supervises a periodic polling of public opinion regarding BOCES programs; Stays abreast of professional practices in the field of communications by attending regional conferences and through membership in professional organizations.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of public relations principles and methods; ability to digest information and identify what should be communicated; ability to establish and maintain good relations with representatives of various news media; working knowledge of BOCES programs and operations; working knowledge of methods and procedures for producing and publishing news articles, brochures, and newsletters; ability to do oral presentations before groups; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

A. Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in public relations, journalism, communication, or closely related field;

OR

B. Graduation from a regionally accredited or New York State registered college or university with a two year degree including some course work in public relations, journalism, photography, public speaking, creative writing or related courses and one year of experience in public or community relations or closely related fields; OR

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

12/27/89