

COMMUNICATIONS ASSISTANT

Code No. 3-18-070
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is an information and public relations position involving preparation of demonstrations, public programs, informational brochures, news releases, instructional materials for a department or agency of the government. Employees may be responsible for developing classes, training sessions, or programs and for conducting such programs to promote the services of the department. The Communications Assistant works under general supervision from, and reports directly to a department head or other senior level staff member. General supervision may be exercised over a staff of technical or clerical personnel. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Writes press releases, instructional materials, descriptive brochures, scripts, and speeches;

Prepares and conducts programs, demonstrations, workshops, lectures, and classes;

Promotes and publicizes the services of a department or agency;

Conducts public information activities to keep the public apprised of available services and programs;

Furnishes information about departmental functions and activities to visitors, media, sales persons and others;

Acts as liaison for the department with various internal and external work teams;

Maintains records of department programs and services to reflect public interest and participation;

Develops proposals for funding of department programs;

Prepares narrative reports and justification documents for funded programs;

Performs administrative duties including budget preparation, supplies requisitions, annual reports, and the maintenance of time cards and personnel records;

Assists in planning special events and programs;

Takes and develops photographs;

Assists in the construction of exhibits and displays;

Supervises the staff of a unit or departmental program.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of English grammar and usage; good knowledge of techniques of preparing information for publication or news releases; good knowledge of publicity techniques; good knowledge of the organization, function and programs of the department; good knowledge of techniques of program development and implementation; good knowledge of office procedures and practices; ability to communicate effectively orally and in writing; ability to organize and develop information for publication; ability to conduct demonstrations and construct display materials and exhibits; ability to deal effectively with the general public; ability to establish and maintain effective working relationships; initiative; innovation; good address; 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, plus two (2) years paid full-time or its part-time /volunteer equivalent experience in public relations or public information, journalism, media presentation, program development or in the preparation of written material for public dissemination; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in Journalism, Public Relations, Communications, (not English literature) Radio-Television Broadcasting, plus one (1) year of experience as described in (A) above; OR,
- (C) Graduation from high school or possession of a high school equivalency diploma, plus six (6) years experience as described in (A) above; OR,
- (D) Any equivalent combination of training and experience as defined by the limits of (A) and (C).

SPECIAL REQUIREMENTS: Depending on the position duties, candidates for employment with the Monroe County Government will be required to pass a pre-employment drug test.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS AND BOCES

Per Chapter 180 of the Laws of 2000, and by Regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.

ADOPTED: December 8, 1970
REVISED: January 4, 1979
REVISED: July 23, 1987
REVISED: November 18, 1993