

PUBLIC RELATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position has responsibility for planning, overseeing, and coordinating public information and public relations activities for the department in which the employee is employed. The incumbent has responsibility for developing and coordinating a comprehensive program designed to keep the public informed about the objectives and operations of the department. The work involves frequent and significant contact with key officials at the federal, state, and local levels of government as well as media representatives, various interest groups, and the public. Work is performed under the general supervision of the department head with leeway allowed for the exercise of independent judgment in carrying out the duties of the position. Does related work as required.

TYPICAL WORK ACTIVITIES:

Coordinates the development and distribution of information to the community regarding department events, community programs, and public information;

Develops and implements a comprehensive public awareness and public communication strategy using direct contact and mass media to make the department activities accessible to the public;

Plans, coordinates, and disseminates press releases dealing with the daily activities that the department is engaged in;

Coordinates news conferences and media events between various governmental and other community agencies;

Plans, designs, and coordinates web-based materials and activities;

Plans and implements community outreach events;

Establishes and maintains effective working relationships with media representatives;

Keeps abreast of emerging public issues affecting the department and the safety and well-being of Broome County residents, and brings these issues and those covered by mass media to the attention of the Sheriff to develop programmatic and operational responses;

Designs, creates, and manages the department's various social media platforms;

Disseminates news to the press, radio, and television through written releases, personal interviews and/or press conferences;

Assists in the research, writing, and coordinating of reports or informational publications regarding the department;

Receives and handles complaints and inquiries from the media and the public;

Prepares and maintains a variety of records and reports;

Represents the department head before the general public, public officials, and outside organizations and agencies;

May act as a liaison with key individuals and other agencies.

PUBLIC RELATIONS COORDINATOR-cont'd

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, terminology, and techniques of publicity, media relations, public relations, and community relations;

Thorough knowledge of the use of social media platforms for the purpose of public outreach;

Thorough knowledge of the programs, policies, and procedures of the department;

Good knowledge of the principles and practices of public administration, local government organization, and administration;

Good knowledge of website design and maintenance;

Ability to communicate effectively both orally and in writing;

Ability to establish and maintain effective working relationships with a wide variety of people;

Ability to deal with persons of divergent views in a courteous, tactful, and effective manner;

Ability to express oneself clearly and concisely;

Ability to operate a personal computer and various software used to achieve the public information goals and objectives of the department;

Resourcefulness; Dependability; Good judgment; Initiative; Courtesy.

MINIMUM QUALIFICATIONS:

A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree or higher AND two years of experience in public information, media relations, public relations and/or government related work performed in the private and/or public sector; OR

B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree AND four years of experience in public information, media relations and/or government related work performed in the private and/or public sector; OR

C) Graduation from high school or possession of an equivalency diploma AND six years of experience in public information, media relations and/or government related work performed in the private and/or public sector.