

Jurisdiction: Oneida County
Jurisdictional Class: Competitive
[T. New Hartford (PT) = NC]
Revised: 1/29/98

COMMUNITY RELATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for planning a promotional and public relations program for a town and disseminating information on town events, programs, and facilities. The incumbent will also be responsible for planning a promotional program to attract and entice new businesses to relocate to the community. This is creative work requiring imagination and a demonstrated flair for working with local organizations and outside businesses. The work is performed under the general supervision of the Town Board, with wide leeway allowed in carrying out the details of the work. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Formulates public relations programs to promote publicity for the town; Coordinates special town projects, mailings, notices, etc., to promote new business, town events and activities;
Assists in preparation of booklets, pamphlets, leaflets, special reports, and other promotional literature;
Contacts the media in furthering promotional aspects in the process to further the economic development of the town;
Maintains friendly and cooperative relations with representatives of the press, radio, and other publicity media;
May prepare and deliver presentations publicizing the attractions of the town.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of publicity and public relations principles and methods; good knowledge of the attractions of the town and overall community, including facilities, agencies, programs, and events; ability to present promotional information to businesses and the media; ability to compose letters, memoranda, and news releases concerning town activities; ability to present promotional information on radio and television; ability to prepare written material; ability to establish and maintain friendly relations with business representatives and/or various news and communications media; ability to communicate and get along well with others; initiative and resourcefulness.

MINIMUM QUALIFICATIONS: Either:

- (A) Satisfactory completion of a minimum of sixty (60) semester credit hours from a regionally accredited or New York State registered college or university, **AND** one (1) year of experience in a position involving promotional or public relations activities of a business or governmental agency; **OR**
- (B) Graduation from high school or possession of a high school equivalency diploma, **AND** three (3) years of experience as outlined in (A) above; **OR**
- (C) An equivalent combination of training and experience, as defined by the limits of (A) and (B) above.

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NOTE: Verifiable part-time experience will be pro-rated toward meeting full-time experience requirements.