

Jurisdiction: Oneida County  
Jurisdictional Class: Competitive  
Adopted: 04/08/80  
Revised: 05/18/04

## **PUBLIC EDUCATION COORDINATOR**

**DISTINGUISHING FEATURES OF THE CLASS:** This is creative work involving responsibility for disseminating information, and planning the promotional and public relations program for a department. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general direction of the head of a department, with leeway provided for the use of independent judgement. Supervision may be exercised over the work of clerical assistants. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

Prepares booklets, pamphlets, leaflets, lectures, special reports and other promotional literature;  
Prepares and edits, or supervises the preparation and editing of, news releases and factual articles;  
Contacts press, radio and other media to publicize agency programs;  
Assists in the preparation of exhibits and displays;  
Maintains talent bank of staff willing to serve community organizations as speakers or resource specialists;  
Receives incoming letters, bulletins, telephone calls, etc., concerning agency programs, answers personally or reroutes to proper individual;  
Represents the department at meetings and special events.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of publicity principles and methods; good knowledge of the organizational objectives and purpose of the department; skill in the performance of public relations activities; ability to establish and maintain relationships with members of the press, television, radio and other publicity media; ability to get along well with others; ability to express ideas orally or in writing; initiative and resourcefulness.

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**MINIMUM QUALIFICATIONS: Either:**

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in journalism, public affairs or a closely related field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree, **AND** one (1) year of publicity, promotional or journalistic experience; **OR**
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree, **AND** three (3) years of experience, as outlined in (B) above; **OR**
- (D) Graduation from high school or possession of a high school equivalency diploma, **AND** five (5) years of experience, as outlined in (B) above; **OR**

**NOTE:** Verifiable part-time and/or volunteer experience will be pro-rated toward meeting full-time experience requirements.

**SPECIAL REQUIREMENT:** Certain assignments made to employees in this class will require access to transportation to meet field work requirements in a timely and efficient manner.