

Civil Division: BOCES  
Jurisdictional Class: Competitive  
EEO Category: Professional  
Revised: 07/13/06

## **PUBLIC RELATIONS SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This position exists in a BOCES and involves responsibility for planning a promotional and public relations program for the district and disseminating information on events, programs and facilities. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. Incumbents have considerable contact with the media and public to build good will for the district and gain support for services and programs. The work is performed under the general supervision of an Assistant Superintendent or other official, with wide leeway allowed in carrying out the details of the work. Supervision may be exercised over the work of clerical assistants. The incumbent performs related work as required.

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

Writes reports, news releases, texts for booklets and flyers, radio and television copy, speeches, newspaper and magazine articles, newsletters, feature articles and other BOCES publications;

Edits employee publications, newsletters, reports, flyers, brochures, and other communications directed to external groups and/or organizational staff members;

Formulates public relations programs to promote publicity for district activities and services through such media as newsletters, newspapers, radio and television;

Receives incoming letters, bulletins, telephone calls, etc., concerning district publicity programs, answers personally or reroutes to proper individual;

Writes script for, and produces, radio and television commercials promoting district services and events;

Maintains contacts with the press, radio and television, as well as with magazines, Sunday supplements and education publication editors to enlist their interest in publishing news stories and feature articles, utilizing video tape, etc.;

Gathers information from a variety of sources to provide informational brochures which are useful and provide direction and information to various groups;

Makes photographs for use in flyers, booklets, newsletters, annual reports, special reports, and for distribution to the media with certain news stories and feature articles;

Prepares and delivers public speaking, radio and television presentations publicizing the activities of the district;

Develops formats and prepares layout to guide printers in the publication of a variety of material for information to be disbursed to the general public and/or special interest groups;

Works with printers, proofs material to be printed, maintains up-to-date mailing lists and generates a variety of material to be distributed within the community;

Recommends design and layout for Web page.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of the principles, terminology and techniques of publicity, promotion and journalism; working knowledge of basic concepts and terms used in printing and reproduction related to the areas of photography and publication layout and design; working knowledge of art and layout for development of brochures, flyers, etc.; working knowledge of methods and procedures of producing, publishing and distributing printed informational material; ability to establish and maintain friendly relations with representatives of various news and communication media; ability to produce and present promotional information in public before groups, on the radio and television; ability to understand, interpret and prepare written material; ability to edit and proofread written material.

**MINIMUM QUALIFICATIONS:** Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree **AND** one (1) year of journalistic, promotional or public relations experience; **OR**
- (B) Satisfactory completion of a minimum of 60 semester credit hours from a regionally accredited or New York State registered college or university **AND** three (3) years of journalistic, promotional or public relations experience; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **AND** five (5) years of journalistic, promotional or public relations experience.

**NOTE:** Verifiable part-time experience as defined in (A) above will be pro-rated toward meeting full-time experience requirements.

Adopted: 11/01/84  
Revised: 01/17/97, 08/24/01, 01/04/02, 07/13/06

*Title in promotional series: Public Relations Assistant, Public Relations Specialist*

