

Jurisdictional Class: Competitive
EEO Category: Paraprofessionals
Revised: 07/23/2018

PUBLIC RELATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: The incumbent in this position gains public support for programs and disseminates information relative to activities concerning programs. The duties involve responsibility for planning and carrying out promotional and informational functions concerning specialized programs and building a strong working relationship with the media and other partners. Additionally, the duties require the incumbent to establish and maintain good rapport with the media, staff members, and the various community organizations. The position requires imagination and a demonstrated flair for writing and visual presentation of informational material. The work is performed under the general direction of a Public Relations Specialist or higher level supervisor with wide leeway allowed in carrying out the details of the work. Supervision over the work of others is not a responsibility of employees in this class. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Plans, edits, updates and writes articles and columns, newsletters, brochures and information for website regarding specialized programs;

Meets with staff on activities and planned programs to prepare news releases and informational material for staff, students and public dissemination;

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

Aids in preparation of graphic displays and exhibits to enhance the description of various member school programs;

Takes photographs to be used for the publication of a variety of audio-visual displays and news story presentations;

Aids in developing and/or preparing publicity related to program marketing plans and to effectively communicate information or message to aid in program acceptance through cable, radio or print;

Maintains regular and continuing contact with the media to enlist interest in publishing or broadcasting news stories or features;

Develops format 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;

Maintains names of persons on staff willing to speak to community organizations program information;

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;

Assists others in planning booklets, pamphlets, newsletters, leaflets, lecture and other materials;

Aids others in editing new releases and articles;

Prepares a variety of records and reports related to the work.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Working knowledge of the principles, terminology and techniques of publicity, promotion and journalism; working knowledge of the organizational structure of

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS (cont'd): the various educational facilities on the secondary level; 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 methods and procedures of producing, publishing and distributing printed informational material; working knowledge of publicity and promotion techniques; ability to develop and maintain good working relationships with the media; ability to operate a micro-computer; ability to understand, interpret and prepare written material; ability to edit and proofread written material; ability to get along well with others.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in media technology, journalism, communications, public affairs, public relations, or a closely related field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in media technology, journalism, communications, public affairs, public relations, or a closely related field **AND** two (2) years of experience using desktop publishing software; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **AND** four (4) years of experience in public relations, advertising, community relations, publicity, public information or journalism which must have included using desktop publishing software.

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

Adopted: 08/20/1990

Revised: 01/23/1997; 06/09/1997; 09/19/2000; 09/05/2002; 07/13/2006;
10/01/2015; 07/23/2018