

## **SENIOR PUBLIC RELATIONS SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This is a supervisory position responsible for planning a promotional and/or public relations program and disseminating information on events, programs and facilities. The person is responsible for video production, including scripts and storyboards. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. The person is responsible for Web page creation and design working through the skills of a Web Master and others. 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 a superintendent or other official with wide leeway allowed in carrying out the details of the work. Supervision is exercised over the work of the Public Relations Specialist and Public Relations Assistants. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Coordinates a public relations program;  
Oversees the public relations program to promote activities and services through media such as newsletters, newspapers, radio and television;  
Supervises employees in the writing of reports, news releases, texts for booklets and flyers, radio and television copy, speeches, newspaper and magazine articles, newsletters, feature articles and other publications;  
Responsible for video productions including scripts and storyboards;  
Directs Web page creation and design through the skills of Webmasters and others;  
Supervises the editing of publications, newsletters, reports, flyers, brochures, and other communications directed to external groups an/or organizational staff members;  
Prepares and delivers public speaking, radio and television presentations publicizing activities or services;  
Writes and prepares the submission of applications for competitive grants available for public information projects  
Advises subordinate staff on unusual or difficult public relation issues;  
Evaluates the work of printers, proof readers and other staff in the distribution of a variety of material to community members  
Trains subordinate staff on promotional polices and procedures.

continued...

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

Thorough knowledge of the principles, terminology and techniques of publicity, promotion, and journalism; good knowledge of concepts and terms used in printing, and reproduction related to the areas of photography, publication layout and design; good knowledge of art and layout for development of brochures, flyers, etc; good knowledge of the methods and procedures in producing, publishing and distributing informational material; ability to plan, assign and supervise the work others; ability to express oneself clearly and concisely, both orally and in writing; ability to develop and maintain an effective working relationships and deal diplomatically with the public, subordinates, and other work contacts; ability to present information to groups, on the radio and television; ability to understand, interpret and prepare written material; ability to edit and proofread written material.

**MINIMUM QUALFICAITONS:** Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Masters Degree **AND** one (1) year of journalistic, promotional, or public relations experience; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor Degree **AND** two (2) years of experience as stated in (A) above; **OR**
- (C) Completion of 60 credit hours from a regionally accredited or New York State registered college or university **AND** four (4) years of experience as stated in (A) above; **OR**
- (D) Graduation from high school or possession of a high school equivalency diploma **AND** six (6) years of experience as stated in (A) above.

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

**SPECIAL REQUIREMENT:** In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.