

## **PUBLIC INFORMATION ASSISTANT**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves assisting in the process of preparing information that appears on social media, the BOCES website, and printed publications. The incumbent performs technical and clerical functions in support of BOCES proactive public information and communications, assists in developing, collecting, writing and disseminating various forms of communication, both internal and external. Work is performed under the general supervision of the Public Information Coordinator or Manager of Communication and Public Relations, with some leeway allowed for the use of independent judgment in carrying out the duties in accordance with established procedures and instructions. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Assists with the planning, developing and coordinating of the BOCES webpage;

Assists in writing and editing articles for newsletters and websites;

Assists with the photo, video and graphic design for social media, website, and printed publications;

Assists with website management;

Assists with media relations and identifies opportunities to share positive news stories;

Assists with the writing and editing of press releases;

Assists in and provides support for preparing materials, documents, agendas, and calendars;

Assists with the general administrative and communications duties as needed;

Assist in accessing and using informational resources from the Internet;

Assists in the research, compilation and presentation of basic information for use in the preparation and production of communications products/services.

Keeps current on modern communications methods, graphic arts and Internet publishing techniques and practices;

Assists in monitoring deadlines.

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

Working knowledge of standard communication protocols;

Working knowledge of desktop publishing techniques and software applications;

**PUBLIC INFORMATION ASSISTANT-cont'd**

Working knowledge of the basic objectives, organization, and functions of Broome-Tioga BOCES;

Ability to compose correspondence and written material independently write and edit a variety of print and online communications;

Ability to organize, create, and edit layout publications; Utilize sound independent judgment in performing tasks and fulfilling responsibilities;

Ability to develop and maintain effective interpersonal relationships using tact, patience and courtesy;

Ability to communicate effectively both orally and in writing;

Ability to research a wide variety of information and incorporate it into communications;

Ability to use correct spelling, grammar, and punctuation;

Ability to prioritize workload and work effectively in a demanding environment;

Strong organizational and interpersonal skills;

Initiative; Resourcefulness; Reliability, Good judgment.

**MINIMUM QUALIFICATIONS:**

A) Possession of a Bachelor's Degree\* in journalism, communications, public affairs, public relations or closely related field; OR

B) Possession of an Associate's Degree\* in journalism, communications, public affairs, or closely related field and two years of experience in public relations, advertising, community relations, public information, or journalism which must have included the use of desktop publishing software; OR

C) Graduation from high school or possession of an equivalency diploma and four years or experience in public relations, advertising, community relations, public information, or journalism which must have included the use of desktop publishing software.

\*Degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.

**PUBLIC INFORMATION ASSISTANT-cont'd**

**SPECIAL REQUIREMENT:** Depending on the job location and/or department, possession of a valid driver's license to operate a motor vehicle in the State of New York may be required at time of appointment.

**SPECIAL REQUIREMENT:** Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment for the State of Education Department is required.