

COMMUNITY RELATIONS DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: This is an administrative position which has responsibility for planning, coordinating and controlling public information and relation activities for the Office of the District Attorney. Work involves developing and coordinating a comprehensive program designed to keep the public informed about the objectives and operations of the District Attorney's office. Frequent and significant contacts will occur with key officials at the federal, state and local levels of government as well as with media representatives, various interest groups and the public. Work is performed under the general direction of the District Attorney with leeway allowed for the use of independent judgment. Does related work as required.

TYPICAL WORK ACTIVITIES:

Coordinates the development and distribution of information to the community regarding the District Attorney's Events, community programs and public information;

Develops and implements a comprehensive public awareness and public communication system using direct contact and mass media to make the criminal just system accessible to the public;

Prepares and disseminates press releases dealing with trials, investigations, suspected criminal activities, arraignments, indictments, pleas and verdicts to promote public awareness;

Coordinates between governmental and law enforcement agencies regarding news conferences and media events;

Keeps abreast of emerging public issues affecting the criminal justice system, and brings these issues and those covered by mass media to the attention of the District Attorney to develop programmatic and operational responses;

Plans and implements community outreach events;

Updates the media on criminal court cases and the criminal court calendar daily;

Monitors and maintains the District Attorney's website and social media accounts;

Plans, designs and coordinates web-based materials and activities;

May act as a liaison with key individuals and other agencies;

Establishes and maintains relationships with media correspondents;

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media
Thorough knowledge of the programs, policies and procedures of the District Attorney's office;
Good knowledge of the principles and practices of community relations;
Good knowledge of the principles of journalism and media as it applies to public relations;
Skill in public speaking techniques;
Ability to establish and maintain effective working relationships with a wide variety of people;
Ability to express oneself clearly and concisely;
Ability to operate a personal computer as well as the various software used to achieve the District Attorney's community information goals and objectives;
Ability to deal with persons of divergent views in a courteous, tactful and effective manner;
Ability to communicate effectively both orally and in writing;
Resourcefulness;
Dependability;
Good judgment;
Initiative.

MINIMUM QUALIFICATIONS

A) Graduation from a regionally accredited or New York State college or university with a Bachelor's degree and two years of experience in the criminal justice system AND two years of experience in public information and/or media relations; OR

B) Graduation from a regionally accredited or New York State college or university with an Associate's degree and three years of experience in the criminal justice system AND three years of experience in public information and/or media relations.