

COMMUNITY RELATIONS COORDINATOR (BOCES)

DISTINGUISHING FEATURES OF THE CLASS: This is a professional position which has responsibility for planning, coordinating and controlling public information and relation activities for the Office of the Superintendent of Schools. Work involves developing and coordinating a comprehensive program designed to keep the public informed about the objectives and operations of the school district. Frequent and significant contacts will occur with key officials at the federal, state and local levels of government, and various school district representatives, as well as with media representatives, various interest groups and the public. Work is performed under the general direction of the Superintendent of Schools 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'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 district culture accessible to the public;

Prepares and disseminates press releases to promote public awareness;

Coordinates between governmental and community agencies regarding news conferences and media events;

Serves as a liaison between the school district, the various media outlets, and other agencies and prepares all news releases and arranges for press conferences;

Keeps abreast of emerging public issues affecting the education system, and brings these issues and those covered by mass media to the attention of the Superintendent of Schools to develop programmatic and operational responses;

Plans and implements community outreach events;

Updates the media on breaking news and key events;

Collaborates with other education, public safety, and emergency management entities to ensure accurate and effective communications in emergency situations;

Oversees the maintenance of the district website and social media accounts;

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

COMMUNITY RELATIONS COORDINATOR (BOCES)-cont'd.

2

Establishes and maintains relationships with media correspondents, school staff and community;
Provides prompt responses to requests for public information about the school district policies and programs;
Writes and/or edits speeches, presentations, messages and correspondence for the Superintendent of Schools.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media;
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'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 three 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 five years of experience in public information and/or media relations.