

## **PUBLIC RELATIONS ASSISTANT**

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent in this position is responsible for implementing and assisting with public relations, marketing, and communications programs. The duties involve responsibility for planning and carrying out promotional and informational functions 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 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 higher level supervisor with wide leeway allowed for carrying out the details of the work. Generally, supervision 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 news releases, articles and columns, newsletters, brochures and other information for website regarding programs;
- Meets with staff on activities and planned programs to prepare news releases and informational materials 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;
- Assists in preparation of graphic displays and exhibits to enhance the description of various programs;
- Takes photographs and video to be used for the publication of a variety of audio-visual displays and news story presentations;
- Assists in developing and/or preparing publicity related to program marketing plans and to effectively communicate information or message to aid in program acceptance through traditional and digital media;
- 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 community and special interest groups;
- Maintains an archive of images, video files, signed photo release forms, publications, advertisements, news releases, and media clippings and contacts;
- Processes purchase requisitions, maintains purchase records and prepares purchasing and budget reports;
- Proofs material to be printed, maintains up-to-date mailing lists and generates a variety of materials to be distributed within the community;
- Provides administrative support, including event planning and maintaining records;
- Assists others in planning booklets, pamphlets, newsletters, leaflets, lecture and other materials;
- Assists in editing news 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 principals, terminology, and techniques of publicity, promotion, and journalism; working knowledge of the organizational structure of the organization; working knowledge of basic concepts and terms used in printing and reproduction related to photography, videography, publication layout and design; working knowledge of publicity and promotion; ability to develop and maintain good working relationships with the media; ability to operate a computer; ability to understand, interpret, and prepare written materials; ability to edit and proofread materials; ability to communicate clearly and effectively, both orally and in writing; good judgment; tact and courtesy.

**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 involving public relations, marketing, educational or community outreach.

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

Competitive Class

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