

## HERKIMER COUNTY PUBLICITY DIRECTOR

**GENERAL STATEMENT OF DUTIES:** Has charge of the promotion and publicity work of Herkimer County; does related work as required.

**DISTINGUISHING FEATURES OF THE CLASS:** This is creative work involving responsibility for the planning of the promotional and public relations activities within Herkimer County. The work requires imagination and a demonstrated flair for writing and visual presentations of informational materials. The work is performed under the general administrative direction of the Herkimer County Legislators.

### EXAMPLES OF WORK (Illustrative only)

- Prepares booklets, pamphlets, leaflets, lectures, special reports, and other promotional literature;
- Manages the tourist information center;
- Plans and prepares visual methods of promoting Herkimer County and its attractions through exhibits, posters, slides, and motion pictures;
- Plans and supervises the distribution of printed material, films and other educational materials;
- Writes and edits special promotional pieces and bulletins;
- Contacts editors, radio program directors, publicity and advertising directors, civil organizations, and others in furthering the promotional and public relations and activities of Herkimer County;
- Maintains friendly and cooperative relations with representatives of the press, radio, and other publicity media.

**REQUIRED KNOWLEDGES, SKILLS, AND ABILITIES:** Thorough knowledge of publicity principles and methods; good knowledge of the geographical attractions and activities of the county; general knowledge of the organizations, publications and other groups interested in the facilities and activities of Herkimer County; ability to prepare interesting talks and articles and to address an audience affectively; ability to establish and maintain friendly relations with representatives of the press, radio motion pictures, and others engaged in publicity work; ability to get along well with others; ability to plan and supervise the work of others; ability to handle correspondence; initiative; resourcefulness; tact; courtesy; good judgement.

**ACCEPTABLE TRAINING AND EXPERIENCE:** Graduation from high school and four years of experience as a new reporter or in a promotional or public relations work; or any equivalent combination of training and experience.