

## **COMMUNITY DEVELOPMENT DIRECTOR**

**DISTINGUISHING FEATURES OF THE CLASS:** This is creative work involving responsibility for the planning of the promotional and public relations activities of the County, while supporting networking throughout the county, fostering partnerships, community engagement and assisting on projects related to community and economic development. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials and excellent verbal presentation skills. The work is performed under general administrative direction through the County Administrator via the Advisory Board and the Planning Development Committee of the County Legislature.

### **EXAMPLES OF WORK: (Illustrative only)**

- Prepares booklets, pamphlets, leaflets, lectures, special reports, and other promotional literature;
- Develops materials to be used on social media;
- Promotes and provides technical support for special events such as golf exhibitions, music festivals and similar events;
- Plans and prepares and provides technical support for visual methods of promoting the 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 activities of the County;
- Maintain friendly and cooperative relations with representatives of the press, radio, and other publicity media.
- Works cooperatively with all Herkimer County Towns, Villages and the City to build effective relationships to stir community development;
- Works closely with the advisory board and the Planning & Development Committee of the County Legislature and serves as a guide for annual activities;
- Identifies topics to be addressed, techniques to employed and partnerships to be build or strengthened and other resources to be mobilized to further the mission of the County;
- Implements and improves the details of the County Work Plan for Community development;

**REQUIRED KNOWLEDGES, SKILLS AND ABILITIES:** Thorough knowledge of publicity principles and methods; thorough knowledge of the

geographical attractions and activities of the County of Herkimer; general knowledge of the organizations, publications and other groups interested in the facilities and activities of the County of Herkimer; ability to prepare interesting talks and articles and to address an audience effectively; 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 judgment.

**ACCEPTABLE TRAINING AND EXPERIENCE:** Graduation from high school and four years of marketing, promotional or public relations work; or any equivalent combination of training and experience.

Established 8/29/2022 PO

Non-competitive Class Approved NYS CSC 12/22/2022