

DEPARTMENT: COUNTY FLSA Status: Exempt/Administrative 1/4/2010
CLASSIFICATION: NON-COMPETITIVE CONFIDENTIAL/POLICY INFLUENCING – NYSCSC
APPROVED 06/17/2010
APPROVED: OCTOBER 29, 2018

PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for performing public relations activities directly for the Niagara County Legislature in order to disseminate information regarding the programs, services, and activities of the County to provide residents with relevant information regarding their government and also to effectively communicate economic development successes, programs and available resources as an integral part of efforts to promote economic development and to attract and retain business. The incumbent serves as the chief media and public affairs consultant to the Niagara County Legislature and coordinates all aspects of internal communication and external public relations for the County. The incumbent reports directly to the Chairman of the Legislature and the Clerk of the Legislature and maintains a good working relationship with the County Manager and all department heads. Does related work as required.

TYPICAL WORK ACTIVITIES:

1. Develops, implements and coordinates a public relations program designed to effectively communicate with the public, municipalities, public officials, industry and commerce representatives, agencies, citizen groups, etc. and to proactively prevent and address communication problems;
2. Advises the Chairman of the Legislature, County Manager and all department heads on the handling of media and public relations matters;
3. Coordinates the development and distribution of information to the community regarding the County's activities, programs, services, current issues, policies, procedures and major initiatives such as capital projects;
4. Coordinates media relations (i.e. television, newspaper, electronic commerce, internet and radio) by scheduling and preparing press/news releases and conferences;
5. Writes, reviews and edits material submitted for publication and/or presentation and makes recommendations for changes when necessary;
6. Assists the Industrial Development Agency with public relations matters related to economic development;
7. Assists officials and staff in editing articles, speeches and correspondence when necessary;
8. May serve as information liaison between the County Legislature and the press, public, county departments and the community;
9. Prepares exhibits and other public displays for presentations;
10. Assists the Legislature and county departments in planning special publicity programs;
11. Maintains open lines of communication with all community organizations and provides prompt responses to requests for public information about the County, its policies, and its programs;
12. Advises the Legislature on the probable public relations consequences relating to shifts in existing programs and policies;
13. Stays abreast of professional practices in the public relations field.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of public relations principles and methods; good knowledge of the methods and procedures of producing, publishing and distributing public information materials; good knowledge of governmental functions and activities at local to federal levels; working knowledge of the operations, programs, policies, and activities of the County; proficient desktop publishing skills; ability to prioritize news items for inclusion in publications; ability to establish and maintain good relations with elected officials, department heads, the community, and media personnel; ability to express and communicate ideas clearly and concisely, verbally and in writing and to use proper grammar and punctuation; ability to think and write creatively; ability to complete tasks within established timelines; initiative; resourcefulness; courtesy; tact; industry and dependability; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

1. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in English, journalism, communications, public relations, marketing or a related field **and** one (1) year of satisfactory experience in journalism, communications, public relations or marketing; **OR**
2. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's degree in English, journalism, communications, public relations, marketing or a related field **and** two (2) years of satisfactory experience as detailed in (1).

NOTE: Part-time and/or verifiable volunteer experience will be pro-rated to meet the experience requirements.