

DIRECTOR OF PROGRAM DEVELOPMENT II (COMMUNITY RELATIONS)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, incumbents of this class have responsibility for developing and coordinating an effective and comprehensive community relations program for the department, which includes marketing, public and media relations and development, and ensuring that implementation of this program is effectively integrated with other programs, policies, objectives and operations of the department. Incumbents also work cooperatively with higher level public relations staff in other County departments. Frequent, sensitive contacts with professional staff, public officials, media, members of the public, and representatives of interest groups are a feature of this class. Supervision may be exercised over support staff or on an assigned project basis. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Develops and oversees all informational and marketing materials, projects and efforts, ensuring effective implementation in accordance with department objectives;

Keeps departmental executive management and other public officials aware of community attitudes and perceptions and presents response strategies for approval through the Director of Strategic Marketing and Development;

Gathers and analyzes information regarding major public issues, community perceptions and current trends affecting County plans and on-going operations, and develops effective response strategies;

Conducts research studies on major public issues, regulatory or legislative issues affecting major strategic plans or current operations in which the Department is involved; interprets same;

Assists in directing public and media information activities including: responses to inquiries, complaints or requests for information, and conducts follow-up to ensure their satisfactory resolution;

Initiates, prepares and reviews press/media releases as well as general public informational material for publication;

Develops and maintains detailed, current marketing material, information and reference files for use by administrators and other departments;

Meets with concerned civic, community, business and advocacy groups to maintain open communication and promote interest and good will toward the department;

Assembles reports, charts and graphic materials as needed;

Performs related administrative functions to insure the effective operation of the assigned area.

May perform other incidental tasks, as needed;

EXAMPLES OF WORK (Cont'd.):

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community/public relations and public information; thorough knowledge of the techniques of verbal and written communication including style, vocabulary, spelling and grammar; good knowledge of the techniques of preparing, producing and disseminating information; good knowledge of the methods and techniques used in evaluating community/public relations programs; ability to analyze information, draw appropriate conclusions and formulate effective responses; ability to compose, assemble, organize and present information, data and narrative reports; ability to communicate effectively both orally and in writing; ability to establish effective working relationships; initiative and creativity in seeking new approaches to promote/maintain favorable relations with the community; ability to use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand and communicate sufficiently in English to perform the essential functions of the position; sound professional judgment; initiative; tact; sensitivity; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* in English, communications, advertising, public relations, or closely related field, and four years of administrative or program management experience where the primary function of the position was the performance of community/public relations**; or (b) a Master's Degree* in one of the above fields and three years experience as stated in (a).

**DEFINITION: Community/public relations is defined as experience acting as a liaison with public officials, corporations, other agencies, news media, and/or the public, which included responsibility for planning, preparing and distributing written materials designed to promote understanding or general knowledge about activities, services, policies or objectives.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.