

Jurisdictional Class: Competitive  
EEO Category: Technicians  
Adopted: 05/24/2022

## **PUBLIC INFORMATION SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves coordinating information digitally and in print, assisting with other promotion and information dissemination efforts, and aims to define, create, implement, and evaluate communications strategies as part of an overall communications plan. The Public Information Specialist also serves as a strategic advisor to the superintendent of schools and/or BOCES leadership.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

Creates content for websites, social media channels, print and other channels of communication;  
Monitors and reports on results using analytic tools and makes ongoing improvements;  
Promotes initiatives and maintains brand identity;  
Collects and analyzes social media and website statistics;  
Makes recommendations on how to refine messages and dissemination methods;  
Maintains close contact with media representatives;  
Attends meetings and issues news releases;  
Advises superintendents and administrators as required;  
Creates strategic plans;  
Performs related work as required.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Working knowledge of the principles, techniques, and tools used in public relations, marketing, journalism, communications, and social media outreach; Working knowledge of computer software and applications; Skilled in writing and editing communications and marketing materials (media posts, blogs, newsletters, website content, print publications, etc.); Good knowledge of English usage, spelling, punctuation and grammar; Ability to perform independently as a team member; Good organizational skills and detail oriented.

**MINIMUM QUALIFICATIONS:**

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree **AND** three (3) years of professional experience in journalism, writing, public administration, marketing, public relations or public policy; **OR**

continued...

**PUBLIC INFORMATION SPECIALIST**

page two

- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree **AND** five (5) years of professional experience in journalism, writing, public administration, marketing, public relations, or public policy; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **AND** seven (7) years of professional experience in journalism, writing, public administration, marketing, public relations, or public policy.

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

Adopted: 05/24/2022