

Jurisdictional Class: Competitive
EEO Category: Professional
Revised: 09/24/2019

PUBLIC EDUCATION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is creative work involving responsibility for disseminating information, and planning the promotional and public relations program for a department. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general direction of the head of a department, with leeway provided for the use of independent judgement. Supervision may be exercised over the work of clerical assistants. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Prepares booklets, pamphlets, leaflets, lectures, special reports and other promotional literature;
Prepares and edits, or supervises the preparation and editing of, news releases and factual articles;
Contacts press, radio and other media to publicize agency programs;
Assists in the preparation of exhibits and displays;
Maintains talent bank of staff willing to serve community organizations as speakers or resource specialists;
Receives incoming letters, bulletins, telephone calls, etc., concerning agency programs, answers personally or reroutes to proper individual;
Represents the department at meetings and special events.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of publicity principles and methods; good knowledge of the organizational objectives and purpose of the department; skill in the performance of public relations activities; ability to establish and maintain relationships with members of the press, television, radio and other publicity media; ability to get along well with others; ability to express ideas orally or in writing; initiative and resourcefulness.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in journalism, public affairs or a closely related field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree, **AND** one (1) year of publicity, promotional or journalistic experience; **OR**
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree, **AND** three (3) years of publicity, promotional or journalistic experience.

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NOTES:

1. Verifiable part-time and/or volunteer experience will be pro-rated toward meeting full-time experience requirements.
2. Satisfactory completion of 30 credit hours toward a Master's Degree from a regionally accredited or New York State registered college or university may be substituted for (1) year of experience.

Adopted: 04/08/1980

Revised: 07/09/1996; 09/25/1996; 05/18/2004; 09/24/2019