

COMMUNICATIONS DIRECTOR (BOCES)

DISTINGUISHING FEATURES OF THE CLASS:

This is a professional position in the Communications and Grants Department which involves the overall planning, developing, directing, and administering of internal and external communications, public relations, communications, including written and web-based, print shop activities and grant opportunities for the Dutchess County Board of Cooperative Educational Services (BOCES). The incumbent works closely with the BOCES Superintendent and other members of the various functional units in the development of promotional materials, communications and funding opportunities, through grants and inter-agency agreements with component districts. Work is performed under the direct supervision of the district Superintendent. This position is responsible for directly supervising staff of the print shop, website and support staff within the department.

TYPICAL WORK ACTIVITIES:

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all-inclusive and does not preclude a supervisor from assigning activities not listed that could reasonably be expected to be performed by an employee in this title.

1. Responsible for the design and development of communications products, including promotional materials, for internal and external delivery;
2. Supervises public information programs and print shop services and employees, including hiring, orientation, promotion, evaluation and discipline;
3. Reviews and approves all press releases prior to dissemination;
4. Researches grants and other funding opportunities and coordinates with various internal divisions within Dutchess County BOCES;
5. Meets with superintendents from component districts to develop communications activities and products;
6. Coordinates efforts to manage content and overall coverage of BOCES activities on the internet including, but not limited to Facebook or similar social networking sites;
7. Develops and monitors departmental budget;

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of public relations principles, practices, and techniques; good knowledge of various software packages for word processing and desktop publishing; ability to acquire knowledge of funding sources for grants, grant writing and editing; ability to plan, develop and carry out a multi-faceted public information program; ability to gather information and prepare reports and correspondence; ability to establish and maintain cooperative relations with component district officials, members of the media and with the general public; good judgment; initiative and resourcefulness; tact and courtesy; physical condition commensurate with the demands of the position.

COMMUNICATIONS DIRECTOR (BOCES) (Cont'd)

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma AND:

- EITHER: (A) Bachelor's degree and two (2) years of full-time work experience in public relations or corporate or governmental communications;
- OR: (B) Associate's degree and four (4) years of full-time work experience in public relations or corporate or governmental communications;
- OR: (C) Six (6) years of full-time work experience in public relations or corporate or governmental communications;

NOTE: Your degree or college credit must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education

SPECIAL REQUIREMENT:

Possession of a valid Driver License to operate a motor vehicle in New York State at time of application and to maintain the position.

ADOPTED: 10/22/12
REVISED: 04/01/19