

## **COMMUNICATIONS DIRECTOR (MENTAL HYGIENE)**

### **DISTINGUISHING FEATURES OF THE CLASS:**

This is a professional position which involves the overall planning, directing, and administering of public relations activities for the Department of Mental Hygiene as well as the undertaking of special assignments such as reports and other written materials required by local, state and/or federal mandates. The incumbent works closely with the Commissioner of Mental Hygiene and other members of the department in the development of promotional materials and special programming. Work is performed under the direct supervision of the Commissioner and involves assignment of work to clerical staff members.

### **TYPICAL WORK ACTIVITIES:**

1. Prepares reports, grants, correspondence, etc. as needed by departmental staff;
2. Maintains and updates the department's policy and procedure manual, arranging for the printing and distribution of such to the divisions and offices within the department and to the office of the County Executive;
3. Composes the Commissioner's Annual Report to the County Executive and the official Annual Report of the Department of Mental Hygiene;
4. Devises and periodically updates the employee handbook which contains a departmental overview, organizational structure, departmental goals, administrative and service policies and procedures, and forms which are pertinent to personnel procedures;
5. Gathers the department's policy manuals, Advisory Council records, correspondence, glossary, organization plan, personnel manual, public relations records and public telephone directory for the Program Review Document in order to meet the Joint Commission on Accreditation of Hospital's criteria for Community Mental Health Service Programs;
6. Prepares written materials such as letters to government officials and other mental health service providers as requested by the Commissioner;
7. Selects and/or prepares posters, exhibits, brochures, flyers, and other graphics for use in community mental hygiene programs and for public information purposes;
8. Serves as Citizen Participation Coordinator providing to the public informed access to the system and encouraging citizen participation via the Mental Hygiene Board's Committees and Subcommittee structure;
9. Develops and executes staff orientation procedures for the purpose of increasing competence in performance through knowledge of departmental goals, structure, and programs;
10. Provides community agencies and other interested community groups with requested programs describing the department's function;
11. Assists staff who are planning conferences and symposiums by handling promotional aspects such as news releases, programs, posters, flyers, and brochures;
12. Works with the Mental Health Association in the public education aspects of mental health education by designing brochures, art work for exhibits, and arranging for television and/or radio appearances;
13. Does related work as required.

**COMMUNICATIONS DIRECTOR (MENTAL HYGIENE)** (Cont'd)

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of the basic principles, practices, techniques and administration of mental health programs, functions, and public education needs; 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 mental health education program; ability to gather information and prepare reports and correspondence; ability to establish and maintain cooperative relations with community officials and leaders and with the general public; ability to address a variety of groups on mental health problems; good judgment; initiative and resourcefulness; tact and courtesy; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

- EITHER:       (A)     Graduation from a regionally accredited or New York State recognized college or university with a Bachelor's degree and two years of experience in public relations and/or community education for a human service agency;
- OR:            (B)     Graduation from a regionally accredited or New York State recognized college or university with a Bachelor's degree in psychology, sociology, or a closely related mental health field plus 2 years of work experience in public relations or community education for an agency or institution which does not necessarily have to be with the mental health field.

NOTE: A Master's Degree in psychology, sociology, public administration, or a closely related field may be substituted for one year of experience indicated in either (A) or (B) above.

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ADOPTED:   02/11/71

REVISED:   12/81

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