



CIVIL DIVISION
CLASS SPECIFICATION

**MUNICIPAL COMMUNICATIONS
SPECIALIST**

DATE ADOPTED: 10/20/2025

LAST REVISION:

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DISTINGUISHING FEATURES OF THE CLASS:

This is a managerial position responsible for assisting and supporting the implementation of public outreach programs for a municipality. This position will participate in engaging residents and provide greater transparency about municipal operations. The incumbent will research, collect, and provide information on a wide variety of topics and utilize many different communication tools including written reports, speeches, media presentations and social media. This person will represent the viewpoints of the municipality and will assist in the coordination of communications with the media. Work is performed under the general direction of a higher level administrator or director with latitude for the exercise of independent judgment in carrying out work assignments. This position is privy to information relating to a number of confidential and sensitive issues. Work is performed outside of conventional hours, under tight and changing deadlines.

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 which could reasonably be expected to be performed by an employee in this title.

1. Research public policies and community concerns to strengthen and enhance local government communications;
2. Writes and reviews the distribution of press items on behalf of the municipality including press releases, editorials, letters and other communications for public consumption;
3. Coordinates messaging, including postings and live events, and various social media channels;
4. Assists with constituent inquiries, including FOIL requests, and responding to inquiries received through social media, email phone, and other outreach;
5. Reviews marketing and communication materials such as brochures, flyers, public service announcements and other outreach materials;
6. Keeps up-to-date on all issues that are of concern to the municipality and the public; keeps abreast of current or emerging public issues that have an impact on the policies or operations of the municipality;
7. Assists in maintaining various databases and files with contact information and other reference materials on a multitude of topics;
8. Under the guidance of an elected official or higher level administrator, will be responsible to organize and schedules public events, setting up and breaking down equipment, photographing and/or video recording the events;
9. Provides support in the maintenance and management of content on the municipality's official website and drafts articles for the municipality's employee newsletter;
10. Interacts on a regular basis with employees, the public, the media and represent the municipality at public meetings and events.



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FULL PERFORMANCE KNOWLEDGE, SKILLS, AND ABILITIES:

Good knowledge of the principles and practices of public relations and effective communications; good knowledge of the techniques and practices of verbal and written communications; good knowledge of writing style, vocabulary, spelling and grammar with strong editing skills; good knowledge of the use of social media, visual/graphic tools, video and camera experience; good knowledge of computer applications such as spreadsheets, word processing, e-mail, database and photographic and video software; ability to research and verify information and develop it into a variety of informative reports; ability to proofread prose and graphic materials and edit the work of others; ability to exercise tact and good judgment in maintaining the confidentiality of issues and policies that are under consideration; personal characteristics commensurate with the demands of the position; physical characteristics commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

Bachelor's degree in journalism, public relations/marketing, public administration, communications or a closely related field and one year of public relations or public administrative experience.

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.

CIVIL DIVISION USE ONLY:

JURISDICTIONAL CLASSIFICATION: Competitive

REVISION HISTORY: