

MUNICIPAL COMMUNICATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS:

This position will be responsible for working with the Town Supervisor/Village Mayor and legislative board in establishing and implementing a communications and community engagement strategy for a municipality upon request. The incumbent will participate in the municipality's continuing efforts to engage residents and provide greater transparency about government 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. Work is performed under the general direction of the Town Supervisor/Village Mayor with latitude for the exercise of independent judgment in carrying out work assignments. Work may be 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. Assists in writing and distributing press items including press releases, editorials, letters and other communications for public consumption;
2. Reviews and edits marketing and communication materials such as brochures, flyers, public service announcements and other outreach materials prior to distribution;
3. Keeps up-to-date on all issues that are of public interest, including current or emerging public issues that have an impact on the policies of the municipality;
4. Maintains various databases and files with contact information and other reference materials on a multitude of topics;
5. Monitors social media and electronic communications; responses are monitored by Town Supervisor/Village Mayor;
6. Maintains the material on the municipal website and other social media sites;
7. Researches and drafts articles for publication in municipality;
8. Responds to constituent inquiries as directed, and provides follow up as needed;
9. Prepares weekly a written report to the Town Supervisor/Village Mayor.

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 computer applications such as spreadsheets, word processing, e-mail, database and

MUNICIPAL COMMUNICATIONS ASSISTANT (cont'd)

FULL PERFORMANCE KNOWLEDGE SKILLS AND ABILITIES: (cont'd)

photographic and video software;
Skill in the use of social media, visual/graphic tools, video and camera experience;
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:

- EITHER: (A) Associate's degree in public relations, marketing, communications, journalism/media;
- OR: (B) Completion of one (1) year of college (equivalent to 30 credits) and one year (1) year of administrative support in a municipality or one (1) year of full time paid work experience in public relations, marketing, communications, journalism/media;
- OR: (C) Graduation from high school or possession of a high school equivalency diploma and two (2) years of administrative support in a municipality or two (2) years of full-time paid work experience in public relations, marketing, communications, journalism/media;
- OR: (D) An equivalent combination of education, training, and experience between the limits of (A) and (B) above.

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 appointment.

ADOPTED: 04/14/21