

## **COMMUNICATIONS SPECIALIST**

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

This is a managerial position that will be assisting and supporting the Communications Director in the implementation of public outreach programs for Dutchess County government. This position will participate in the County'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. This person will represent the viewpoints of the Office of the County Executive and will assist in the coordination of communications with the media. Work is performed under the general direction of the Communications 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 that are generated from the County Executive's office. 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. Assists with research of public policies and issues for the County Executive's Office and for other departments of the County;
2. Assists with the review, writing and distribution of press items on behalf of County government including press releases, editorials, letters and other communications for public consumption;
3. Coordinates messaging, including postings and live events, on the County's 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 prepared by staff in County departments;
6. Keeps up-to-date on all issues in the County that are of concern to the Executive Office and the public; keeps abreast of current or emerging public issues that have an impact on the policies or operations of the County;
7. Assists in maintaining various databases and files with contact information and other reference materials on a multitude of topics which would be useful to the Executive and Budget offices;
8. Under the Director's guidance, organizes and schedules public events for the County Executive and/or appropriate departmental staff; responsible for setting up and breaking down equipment, photographing and/or video recording the event;
9. Assists with the maintenance of the material on the County website;
10. Prepares and distributes the County Executive's weekly public schedule for the media;
11. Assists in researching and drafting articles for publication in the county employee newsletter;
12. Interacts on a regular basis with county employees, the public, the media and represent the County Executive's Office at public meetings and events.

## COMMUNICATIONS SPECIALIST (Cont'd)

### 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 software such as MS Word, Excel, and PowerPoint, Adobe (PhotoShop, InDesign, Illustrator) and/or Apple software including 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: (RECOMMENDED ONLY)

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.

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: 11/27/15

REVISED: 4/12/21