

[Go Back](#)**NASSAU COUNTY****Title : PUBLIC INFORMATION
ASSISTANT****SCHOOL DISTRICTS****Code: 060075 EDP****CLASS SPECIFICATION****Page : 1 of 1****Competitive****GENERAL STATEMENT OF DUTIES**

Assists in the public information program of a school district and serves as liaison between the school district and various news media; performs related duties as required.

COMPLEXITY OF DUTIES

Under general supervision, employees in this class are responsible for all matters pertaining to public information and public relations in a school district. Work is done independently most of the time with general direction from the Superintendent of Schools or the Board of Education.

TYPICAL DUTIES

1. Performs research and drafts correspondence in connection with public information and relations matters, including press releases and answers to press inquiries.
2. Maintains files on public relations information matters including press releases, press clippings, contracts and awards, progress reports, etc.
3. Organizes and maintains a file of still and motion pictures for public information and record purposes.
4. Clears written press releases with various divisions or departments before release.
5. Assists in formulating brochures, exhibits, etc., involving some layout and script work.
6. Assists at such special events as dedications, cornerstone layings, road openings, etc.
7. Maintains liaison with all departments to keep informed of their activities for public informational purposes.

FULL PERFORMANCE KNOWLEDGES, SKILLS, AND ABILITIES

1. Working knowledge of the methods and techniques of collecting and disseminating information.
2. Knowledge of the aims and functions of the various departments within the agency.
3. Ability to prepare publicity releases.
4. Ability to follow oral and written instructions.

MINIMUM QUALIFICATIONS**Training and Experience**

Bachelor's degree from a regionally accredited or New York State registered college or university.

NOTE: Experience in public relations, journalism, or advertising work may be

substituted for college education on a year-for-year basis up to a maximum of four years.

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