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NASSAU COUNTY

Title : SENIOR PUBLIC INFORMATION ASSISTANT

SCHOOL DISTRICTS

Code: 060080 EEA

CLASS SPECIFICATION

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Competitive

GENERAL STATEMENT OF DUTIES

Organizes and conducts an internal and external public relations and information program in a school district; performs related duties as required.

COMPLEXITY OF DUTIES

Under general direction from the Superintendent of Schools or the Board of Education, employees in this class are responsible for independently organizing, conducting and supervising an involved public information program in a large school district.

TYPICAL DUTIES

1. Writes copy and may perform layout work for informational material for both internal and external publications and news releases.
2. Supervises maintenance of files on public relation matters, including press releases, press clippings, contracts and awards, progress reports, etc.
3. Supervises organization and maintenance of a file on still and motion pictures for public informational and record purposes.
4. Supervises research of organizational files in connection with public releases and answers to press inquiries.
5. Supervises assemblage of press and public informational releases or materials for dissemination to various news media.
6. Maintains liaison with press outlets such as newspapers, magazines and radio.
7. Supervises development of promotional material for special events, exhibits, brochures, etc.
8. Plans and schedules work assignments, establishes work methods and performance standards for subordinates.

FULL PERFORMANCE KNOWLEDGES, SKILLS, AND ABILITIES

1. Extensive knowledge of the methods and techniques used in collecting and disseminating information.
2. Knowledge of the aims and functions of the various departments within the agency.
3. Ability to prepare publicity and informational material.
4. Ability to supervise the work of subordinates.
5. Ability to express ideas clearly, both orally and in writing.

MINIMUM QUALIFICATIONS

Training and Experience

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

One year of experience in public relations, journalism, or advertising work.

NOTE: Experience, as outlined above, in excess of the one-year requirement may be substituted for college education on a year-for-year basis up to a maximum of four years.

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