

ASSISTANT DIRECTOR OF COMMUNICATIONS

DISTINGUISHING FEATURES OF THE CLASS: Under general direction, the incumbent of this class works in the Department of Information Technology and in conjunction with the Director of Communications in planning and coordinating public information and related activities for the County of Westchester. Work involves the development and implementation of a comprehensive program designed to keep the press and the public informed about the objectives and operations of County government and advising and assisting department heads and other top officials in the development and maintenance of good public relations practices. Frequent and significant contacts will occur with key officials at the federal, state and local levels of government as well as with media representatives, various business, technology and other groups, and the public. Supervision may be exercised over subordinate professional, support or clerical personnel. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Develops, implements and coordinates policies and procedures for public information and promotion programs and services, in conjunction with the Director of Communications;

Prepares public information materials, programs, projects, and press conferences, including news releases, publications and audio-visual materials;

Keeps abreast of current or emerging public issues that have an impact on the policies or operations of the County of Westchester;

Updates information on the Internet and coordinates public information needs with the Department of Information Technology, Economic Development, and other departments;

Attends conferences and committee meetings as well as public hearings in order to gather and disseminate information;

Establishes and maintains liaison with press correspondents, television, radio, newspaper editors and publishers;

Interacts with IT, economic development, video, graphics and other personnel to coordinate media activities;

Reviews departmental information, education and marketing materials;

Assists in directing public and media information activities, responding to inquiries and performing follow-up as needed;

Assists the Director with community information, education, marketing and public relations functions;

Uses computer applications or other automated systems such as spreadsheets, word-processing, calendar, e-mail and database software in performing work assignments.

May represent the Director of Communications at conferences and meetings.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media, utilizing manual or computerized methods; thorough knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program; thorough knowledge of the principles and techniques of establishing and maintaining effective public relations and communications; good knowledge of the functions and organization of the County of Westchester; skill in editing, composing and presenting information; skill in the use of computer applications such as spreadsheets, word processing, e-mail, and database software; ability to speak effectively and communicate clearly in public; ability to deal with persons of divergent views in a courteous, tactful and effective manner; ability to identify program problems and critical factors and to develop realistic solutions; ability to plan, coordinate and evaluate the work of assigned professional and clerical personnel; tact; resourcefulness; initiative; imagination; integrity; sound judgment; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* or a Master's Degree* in Journalism, English, Marketing, Communications, or a closely related field and four years of experience where the primary function of the position was in media, public relations or public information, two year of which must have been at a supervisory or administrative level.

SUBSTITUTION: Satisfactory completion of 30 credits* towards a Master's Degree* may be substituted on a year for year basis for up to two years of the above stated experience.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be evaluated in evaluating experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.