

ASSISTANT DIRECTOR OF COMMUNICATION & DEVELOPMENT FOR PUBLIC
INFORMATION - WCMC

GENERAL STATEMENT OF DUTIES: Performs public and community relation activities for the Westchester County Medical Center; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this class is responsible for carrying out a program to develop understanding of the benefits and services provided by the Medical Center by means of various communications media. This includes conducting open houses, displays and visitor tours; addressing civic, business and community groups; and writing drafts of press releases and information brochures. Supervision may be exercised over lower level clerical support staff.

EXAMPLES OF WORK: (Illustrative Only)

Plans public information activities to provide a continuous and regular program of public education;

Drafts public information material prior to release;

Prepares newspapers items, magazine articles, radio scripts for other public information material;

Cooperates with mass communication media by informing them of events of public interest;

Prepares monthly and annual reports for the Commissioner of Hospitals;

Assists in the preparation and editing of the Hospital newsletter;

Personally conducts tours for important visitors;

Develops recruitment and promotional campaign with nursing schools in coordination with Nurse Recruiters to recruit nursing graduates;

Makes advance preparations, arranges programs and directs publicity for National Hospital Day and other special events;

Gathers information from hospital staff, physicians and patients for source material in writing new releases and informational brochures regarding hospital admissions, surgical techniques, research activities, new equipment and facilities, and unusual medical or surgical cases that would be of general interest;

Performs related tasks, as required.

REQUIRED KNOWLEDGES, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the principles and practices of public information and community relations, particularly as it applies to hospital administration; ability to assemble, organize and present information data narrative reports and press releases and proofread the material for publication; creative ability in the design and preparation of brochures, graphic material, publicity materials and displays; ability to interpret medical facts, ideas, ideas and techniques in an interesting and informative manner which will engage the interest of the general public, ability to establish and maintain effective working relations with members of the press, hospital, and county administrators, employees, ability to communicate in an articulate manner for public speaking; initiative and creativity in seeking new approaches to accomplish favorable relations between the Medical Center and the media; sound judgment; tactful manner; sensitivity; resourcefulness; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from a standard high school and either; (a) eight years of experience in the field of journalism, public relations, or as a public press relations officer in a large public organization; or (b) graduation from a recognized college or university with a Bachelor's Degree* and four years experience as stated in a); or (c) a Master's Degree* in English, Journalism, Public Relations, Communications Art, Social Studies or Humanities and two years experience as stated in a); or (d) a satisfactory equivalent combination of the foregoing training and 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 Education Department as a post-secondary, degree-granting institution.