

Communications Specialist Tompkins County

Department: Workforce Development

Classification: Competitive

Labor Grade: White Collar Grade 9

Approved: Reclassification

Revised: 12/14; 3/17; 7/20; 1/22; 2/24

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

1. Graduation from an accredited college or university with a Bachelor's Degree in communications, public relations, marketing, graphic design, , or a related field; **OR**
2. Graduation from an accredited college with an Associate's degree in communications, public relations, marketing, graphic design, or a related field **AND** two years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing and public relations, graphic design; or a related field; **OR**
3. Graduation from high school or possession of a general equivalency diploma **AND** four years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing, public relations, graphic design, or a related field; **OR**
4. Any combination of training and experience equal to or greater than that specified in (a), (b) and (c) above.

Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for providing outreach and educational support for the programs of Tompkins County Workforce Development / Tompkins Workforce New York (WD/ TWFNY). The incumbent will work under the direct supervision of the Director of Workforce Development. A moderate amount of autonomy and independent judgment is expected. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Develops and implements strategies for increasing public knowledge of the Department's programs and resources;
- Designs materials and posts for both social media and print using online design programs and Adobe Creative Suite;
- Fields requests for promotional materials for events/program offerings;
- Provides outreach and education to job seeking customers of TWFNY and businesses. and the general public;
- Responsible for photographs and videos of staff, customers, and events for use in print and social media materials and website;
- Obtains and maintains appropriate publicity release forms;
- Assists in developing the communication plans for the Department;
- Assists in developing and writing press releases and articles, brochures, posters, ads, radio spots and other informational materials or literature to educate the community about TWFNY services and programs;
- Coordinates and participates in the set-up, preparation and promotion of all Department-sponsored events;
- Provides updated and accurate information on the WD/TWFNY website;
- Maintains the Department's website(s) and social media presence (Facebook, Twitter, Instagram, YouTube, etc);
- Conducts surveys with TWFNY clients and the public, as well as researches strategies for effectively communicating WD/TWFNY information;
- Schedules outreach events to engage and inform the public;
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- High level of creativity, comfort and competence working independently
- Good knowledge of design materials and programs for both social media ad print mediums, including free online design programs such as Canva and newsletter templates, and Adobe Creative Suite software;
- Working knowledge of photography, videography and editing software and equipment, including but not limited to Photoshop, Illustrator and InDesign, plus a DSLR camera;
- Working knowledge of Workforce Development programs;
- Ability to conduct internet research;
- Strong written, verbal and interpersonal communication skills;
- Ability to read and interpret written information;
- Ability to communicate and work effectively with the public and community groups, particularly youth, adults and individuals from marginalized populations, including but not limited to people with disabilities;
- Ability to manage multiple projects;
- Ability to understand and carry out complex oral and written instructions;
- Ability to make oral presentations;
- Ability to work under pressure;
- Remove and add to posting request
- Ability to contribute to building a positive team atmosphere;
- Demonstrated characteristics of tact, initiative, resourcefulness, creativity and integrity .

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Originally Created June 16, 2011