

Communications Coordinator - TST BOCES Tompkins County

Department: Tompkins-Seneca-Tioga BOCES

Classification: Competitive

Approved: 3/2023

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATIONS: EITHER:

1. Graduation from a regionally accredited or New York State registered four-year college or university with a Bachelor's degree in communications, public relations, marketing, journalism, environmental studies or environmental education **AND** two (2) years of full-time paid (or the equivalent part-time) experience in communications, public relations, marketing, or education; **OR**
2. Graduation from a regionally accredited or New York State registered two-year college or university with an Associate's degree in communications, public relations, marketing, journalism, environmental studies or environmental education **AND** four (4) years of full-time paid (or the equivalent part-time) experience in communications, public relations, marketing, or education; **OR**
3. Any combination of training and experience equal to or greater than that described in (a) or (b) above.

DISTINGUISHING FEATURES OF THE CLASS:

This position involves responsibility for coordinating public communications for Tompkins-Seneca-Tioga BOCES. Duties include but are not limited to: program planning and implementation, supervision of project assistants and contractors, management of all aspects of Department communications, program budget, and data tracking and reporting. This work encompasses a wide variety of projects and activities. Guidelines and policies are available as broadly-stated program objectives and the incumbent is regularly required to initiate new procedures and methods. Wide leeway is allowed for the exercise of independent judgment. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Manages TST BOCES communications;
- Develops and implements strategies for increasing public knowledge of TST BOCES programs and services;
- Provides information through the media, website, printed materials, displays, events, advertisements and social media;
- Supervises assigned staff;
- Prepares presentation materials to assist the TST BOCES Administration in meetings and other public forums;
- Develops and implements short and long-term communication plans and strategies for the organization to inform, enhance and serve the public;
- Plans, writes and disseminates press releases and articles;
- Produces content for print and website including brochures and newsletters;
- Prepares and tracks the annual budget for public communication costs;
- Prepares funding proposals for grants and reimbursement reports;
- Develops and maintains public communication contracts and agreements;
- Maintains a repository of public information (e.g. press articles, ads);
- Updates and maintains the department website;
- Oversees contracts with advertisers, graphic designers, non-profit partners, outreach assistance and event educators;
- Supervises and participates in sponsored events;
- Performs other related duties as required.

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of current principles and practices of public communications;
- Thorough knowledge of the organization, functions, laws, policies, regulations, programs and goals of the agency to which is assigned;
- Excellent communication and interpersonal skills;
- Strong ability to work effectively with officials, private citizens, community partners, the media and private contractors and consultants;
- Strong ability to effectively communicate through a variety of means, including the media, internet, printed and spoken word;
- Strong ability to effectively use desktop publishing software, develop electronic presentations, prepare advertisements, and other communication resources;
- Ability to plan, assign and review the work of others;
- Ability to perform close, detailed work involving considerable visual effort and strain;
- Ability to meet tight deadlines and work flexible hours, including weekend and evening events;
- Tact, initiative, resourcefulness, courtesy, creativity and teamwork are required;
- Physical conditions commensurate with the demands of the position.

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