

EXTERNAL RELATIONS ASSISTANT Tompkins County

Classification: Competitive

Approved: 0

MINIMUM QUALIFICATIONS:

- (a) Graduation from a regionally accredited or New York State registered four year college or university with a bachelor's degree **AND** two years of full-time paid (or the equivalent part-time and/or volunteer) administrative level experience, which must have included one or more of the following; marketing, basic graphic design or publications production, and basic web design or web support and/or maintenance, budgeting, bid requisitions; **OR**
- (b) Graduation from a regionally accredited or New York State registered two year college with an associate's degree and four years of full-time paid (or the equivalent part-time and/or volunteer) administrative level experience, which must have included one or more of the following; marketing, basic graphic design or publications production, and basic web design or web support and/or maintenance, budgeting, bid requisitions; **OR**
- (c) Graduation from high school or possession of a high school equivalency diploma and six years of full-time paid (or the equivalent part-time and/or volunteer) administrative level experience, which must have included one or more of the following; marketing, basic graphic design or publications production, and basic web design or web support and/or maintenance, budgeting, bid requisitions; **OR**
- (d) Any combination of training and experience equal to or greater than that described in (a), (b) and

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

DISTINGUISHING FEATURES OF THE CLASS:

This position involves responsibility for providing administrative support to the Dean of External Relations and other staff in order to effectively carry out the mission of the department. An incumbent in this class is responsible for a wide variety of office management and administrative functions. Duties include, but are not limited to: drafting, proofing, editing college publications and departmental correspondence; drafting, updating, publishing and removing web material from the TC-3 web site; managing various web site databases; public relations support; commencement support; advertising support; supervision of student work-study staff, fiscal management and statistical record-keeping/reporting. The work is performed in accordance with policies and objectives outlined by the Dean with considerable leeway allowed for the exercise of independent judgement when performing the duties of the position. Supervision is exercised over the work of student work-study staff. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Provides administrative support such as scheduling meetings and appointments, fielding and routing incoming phone calls, distributing departmental mail;
- Initiates and types correspondence, makes and distributes copies as necessary;
- Communicates with other campus constituents on publication and web matters and resolves routine administrative problems;
- Manages purchase order requisitions, payment vouchers for all publications, and other administrative paperwork.
- Assists with departmental planning, scheduling, and budgeting.
- Maintains the department's records.
- Purchases office supplies.
- Supervises student workers.
- Drafts, proofreads, edits and publishes college publications, web material, and department correspondence;
- Manages various databases that feed the College web site;
- Responsible for adding, updating, and removing items on the web site.

- Makes changes to existing publications and prepares documents for printing.
- Assists the Graphic Designer in preparing fliers, posters, and other public relations material using desktop publishing software;
- Handles logistics of soliciting bid quotes from printers and vendors.
- Distributes news releases to media, responds to media requests for basic information, photographs, or material;
- Represents the department at on-campus meetings;
- Plans or assists with events as needed;
- Conducts research to develop base of information that will be used in a news release or to support a public information officer's effort;
- Serves on crisis communications team , as well as the National Incident Management Systems (NIMS) team whenever it's activated;
- Compiles and manages newspaper clippings;
- Fields and directs media/public phone calls as needed;
- Maintains and updates media list and emergency closing list;
- Assists with public relations materials;
- Manages all logistics related to commencement ticket process which includes coordinating a series of communications to students, writing/editing letters, working with mailing lists, managing related mass mailings, record keeping, overseeing commencement brochure and program, handles significant interaction with students, coordination of floral arrangements, and services of interpreters for the ceremony;
- Responsible for handling the logistics of scheduling an ad campaign with local media. Maintains records of local publications, ad sizes, costs, contacts;
- Provides administrative support to Dean of External Relations and other staff to effectively carry out the mission of the Department;
- Responsible for all other related duties as assigned.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of office terminology, procedures and equipment;
- Thorough knowledge of databases, word processing, desktop publishing, spreadsheets, and web site programming;
- Thorough knowledge of English and grammar;
- Good knowledge of the organization, functions, laws, policies and regulations of the agency to which assigned;
- Ability to handle routine administrative details independently, including the composition of letters and memoranda;
- Ability to plan, assign and review the work of others;
- Ability to understand and carry out complex oral and written instructions;
- Ability to establish and maintain cooperative relations with the public and other college departments and private agencies;
- Ability to perform close, detail work involving considerable visual effort and strain;
- Excellent organizational and communication skills;
- Strong proofreading skills;
- Good judgement in solving complex clerical and administrative problems;
- Tact and courtesy;
- Physical condition commensurate with the demands of the position.