

PUBLIC RELATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: This is responsible public relations work involving communication and outreach to educate the public about programs, services and general developments in and around the county, County government and related agencies and organizations. Considerable contact with citizens, news media, county, town and village officials, business and community leaders is required. Work is performed under general supervision, in accordance with specific policies and objectives. When assigned to the Office of the County Executive, this work also involves a number of confidential duties, and is in the non-competitive jurisdictional class. Performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Researches and prepares a variety of written reports and documents such as press releases, informational news announcements and articles, proclamations, memoranda and general correspondence to County employees, elected officials and the public, etc.;

Assists with County website by providing content such as information and news, current events, programs, announcements, and communications aimed at the general public;

Liaises with local and regional news media, as assigned;

Assists with communications to the public, including responding to telephone calls, inquiries and visitors, and provides information and referrals as needed;

Assists with clerical office duties such as answering telephones, monitoring email accounts and other clerical support work, as assigned;

Performs a variety of related activities as required.

Typical Work Activities are intended only as illustrations of possible types of work that might be appropriately assigned to an incumbent of this title. Work activities that do not appear above are not excluded as appropriate work assignments, as long as they can be reasonably understood to be within the logical limits of the job.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND

PERSONAL CHARACTERISTICS: Good knowledge of office terminology, procedures and methods; working knowledge of the functions of local government, including functions of departments and public and private agencies; ability to use computer applications such as word processing, e-mail, spreadsheet and database software; ability to understand and carry out complex oral and written directions; ability to communicate clearly and effectively, both orally and in writing; ability to deal effectively with the public; ability to establish and maintain effective working relationships; good judgment; initiative and resourcefulness; tact and courtesy; integrity.

MINIMUM QUALIFICATIONS:

Graduation from high school and five (5) years of paid work experience involving public relations, marketing, educational or community outreach, including writing and/or editing of correspondence, statements, press releases, reports, articles, or similar documents.

Formerly Administrative Assistant (PT) in the County Executive's Office.

12/02; 3/14; 6/14

Competitive Class
[Non-Competitive Class (PT), County Executive's Office]