

**COUNTY OF ORANGE  
MUNICIPAL/SCHOOL  
JOB CLASSIFICATION SPECIFICATION**

**CLASS TITLE:** COMMUNITY RELATIONS COORDINATOR (SCHOOL)   **TITLE #:** 1187

**DISTINGUISHING FEATURES OF THE CLASS:** The work involves responsibility for the organization, coordination and evaluation of a comprehensive public information program for a school district. The incumbent serves as a liaison between the school district and the local media to insure a steady flow of school information (i.e. administrative dealings, curriculum, special programs, activities, etc.) to the community. The class requires the incumbent to exercise technical and independent judgment in the performance of duties in the field of public relations. Work is performed under the general supervision of the Superintendent of Schools or other administrative employee with leeway allowed for the exercise of independent judgment. Does related work as required.

**TYPICAL WORK ACTIVITIES:**

Coordinates the planning, printing and distributing of community newsletters;

Compiles a comprehensive mailing list for the dissemination of information;

Coordinates the printing of the staff newsletter and August "Back to School" newspaper supplement;

Assists administrators and other district personnel in the preparation and release of newsletters, news releases, photographs and other promotional material to the local media;

Plans publicity and public relations programs to promote favorable publicity and create goodwill;

Coordinates and monitors internal and contracted printing of materials;

Maintains friendly and cooperative relations with representatives of the press, radio, other publicity media, faculty and students;

Keeps abreast of district activities by regular attendance at school board meetings and visitations to component schools;

Maintains a file of newspaper clippings of all district news covered in the area newspapers;

Performs functions related to school district publicity and public relations;

May be responsible for maintaining and updating school district website and/or social media platforms.

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**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of public relations principles, practices, terminology and methods; good knowledge of the layout and design of promotional media; good knowledge and command of written language; working knowledge of photography; skill in typing; ability to gather information, synthesize and translate ideas for the layperson; ability to establish and maintain good working relations with representative of the press, radio and others engaged in publicity work; ability to get along well with others; ability to present oral and written comments and speak clearly and concisely; creativity; independence, initiative; good judgment; tact; courtesy; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:** Either:

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's degree in English, Journalism, Communications, Marketing, Public Relations, Art or related field; OR
- (B) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's degree and two (2) years experience as a news reporter or in the field of fine or graphic arts or in promotional and/or public relations activities.

**JURISDICTIONAL CLASSIFICATION:** Competitive; Non-competitive when part-time at BOCES.

REVISED: 07/02/18 at