

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

CLASS TITLE: COMMUNITY RELATIONS COORDINATOR

TITLE #: 1787

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for the organization, coordination and evaluation of a comprehensive public information program for municipalities. The incumbent serves as a liaison between municipalities and the local media to insure a steady flow of community information. 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 administrative employees with leeway allowed for the exercise of independent judgment. Does related work as required.

TYPICAL WORK ACTIVITIES:

Serves as the primary coordinator for public information and external communications; writes, edits and distributes press releases, newsletters, brochures, annual reports, public notices, speeches, presentations and other communication materials;

Manages the municipality's website and ensures content remains current, accurate and accessible;

Develops and manages official social media accounts, including content creation, scheduling, monitoring and public engagement;

Produces graphic design, photography, video and multimedia content for public information campaigns;

Coordinates advertising and promotional campaigns utilizing print, digital, radio, television, outdoor and social media platforms;

Develops branding standards and ensures consistency across all municipal publications and communications;

Coordinates media relations, including responding to inquiries, arranging interviews, preparing talking points and facilitating press conference;

Assists elected officials, department heads and staff in preparing public communications and presentations;

Coordinates public outreach initiatives and community engagement activities;

Monitors media coverage and public sentiment regarding municipal operations and prepare analytical reports;

Coordinates with outside consultants, advertising agencies, printers, media organizations and vendors;

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Tracks communication metrics and prepares reports evaluating the effectiveness of marketing and outreach efforts;

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

Assists departments in developing educational materials, public awareness campaigns and informational resources.

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) Possession of a Bachelor's degree in English, Journalism, Communications, Marketing, Public Relations, Art or related field; OR
- (B) Possession of 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.

Note: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

JURISDICTIONAL CLASSIFICATION: Competitive

ADOPTED: 08/05/26 LD