

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

CLASS TITLE: PUBLIC RELATIONS SPECIALIST

TITLE #: 1500

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for the organization, coordination and evaluation of a comprehensive public information program for a Library. The incumbent serves as a liaison between the library and the local media to ensure a steady flow of information (i.e. 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 Library Director or other administrative employee with leeway allowed for the exercise of independent judgment. Does related work as required.

TYPICAL WORK ACTIVITIES:

Designs and creates electronic and printed media for the library:

Coordinates the planning, printing and distributing of community newsletters;

Compiles a comprehensive mailing list for the dissemination of information;

Maintains and updates the Library's website and/or social media platforms;

Plans publicity and public relations programs to promote favorable publicity and create goodwill in the community, such as organizing information booths for festivals;

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

Creates and distributes press releases:

Photographs all library events.

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 and editing skills; working knowledge of photography; working knowledge of graphic arts software and Website content management; skills in proofreading, writing, and editing; skills in typing; 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.

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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 or higher, and one (1) year of experience in public relations activities; 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 three (3) years of experience as outlined in (A) above.

JURISDICTIONAL CLASSIFICATION: Competitive

ADOPTED : 1/24/19 DC