Communications Specialist
Tompkins County

Department: Recycling and Materials Management
Classification: Competitive
Labor Grade: White Collar grade 9
Approved: Reclassification
Revised: 12/14; 3/17
By: AF, Commissioner of Personnel

MINIMUM QUALIFICATIONS:

(a) Graduation from an accredited college or university with a Bachelor’s Degree in communications, public relations, marketing, graphic design, environmental studies, or a related field; OR

(b) Graduation from an accredited college with an Associate’s degree in communications, public relations, marketing, graphic design, environmental studies or a related field AND two years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing and public relations, graphic design; or in an environmental or a related field; OR

(c) Graduation from high school or possession of a general equivalency diploma AND four years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing, public relations, graphic design, or in an environmental or a related field; OR

(d) Any combination of training and experience equal to or greater than that specified in (a), (b) and (c) above.

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

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for providing outreach and educational support for the programs of the Tompkins County Department of Recycling and Materials Management (TCRMM). The incumbent will work under the direct supervision of the Communications and Administrative Coordinator (CAAC). A moderate amount of autonomy and independent judgment is expected. Supervision of others is not a function of this position. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Develops and implements strategies for increasing public knowledge of the Department’s recycling and reduction efforts;
- Provides waste reduction and recycling education to residences, businesses and schools;
- Assists the CAAC in developing the annual Communication Plan for the Department;
- Assists the CAAC in developing and writing press releases and articles, brochures, posters, ads, radio spots and other informational materials or literature to educate the community on opportunities for diversion;
- Assists the CAAC in preparing grant proposals, program budgets and contracts;
- Coordinates and participates in the set-up and preparation of all Department-sponsored events;
- Provides updated and accurate information on the TCRMM website;
- Maintains the Department’s website social media presence (Facebook, Twitter, Instagram);
- Conducts research on strategies for effectively communicating Division information;
- Works with the CAAC in recruiting part-time contractual Outreach Assistants;
- Schedules outreach events to engage and inform the public;
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of office terminology procedures and equipment;
- Working knowledge of TCRMM programs;
- Ability to conduct internet research;
- Strong written and verbal communication skills;
• Strong interpersonal skills;
• Ability to read and interpret written information;
• Ability to write clearly and informatively;
• Ability to prepare and present Department information using appropriate computer software;
• Ability to work effectively with the public and community groups;
• Ability to manage multiple projects;
• Ability to understand and carry out complex oral and written instructions;
• Ability to make oral presentations;
• Ability to work under pressure;
• Ability to work flexible hours including weekends;
• Ability to contribute to building a positive team atmosphere;
• Tact, initiative, resourcefulness, creativity and integrity are required.