

# Communications Specialist Tompkins County

**Department:** Workforce Development

**Classification:** Competitive

**Labor Grade:** White Collar Grade 9

**Approved:** Reclassification

**Revised:** 12/14; 3/17; 7/20; 1/22; 2/24; 6.2024

**By:** HB, Deputy Commissioner of Human Resources

## **MINIMUM QUALIFICATIONS:**

1. 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**
2. 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, environmental studies, or a related field; **OR**
3. 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, environmental studies, or a related field; **OR**
4. 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.**

## **SPECIAL REQUIREMENT (for positions at Recycling and Materials Management):**

The candidate must possess a valid New York State driver's license at the time of application and maintain such license for the duration of employment.

## **DISTINGUISHING FEATURES OF THE CLASS:**

This position is responsible for providing outreach and educational support for the programs of Tompkins County. The work is performed under the general supervision of the Director and/or their designee. 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:**

- Provides ongoing support of the department's efforts and information on various aspects of the department to the community-at-large;
- Develops and implements strategies for increasing public knowledge of the Department's programs, services, and resources;
- Designs materials and posts for both social media and print;
- Fields requests for promotional materials for events/program offerings;

- Provides outreach and education to schools, businesses, and the general public;
- Provides presentations to educate the community;
- Assists with communication about department programs through presentations, brochures, posters, radio, television, newspaper, playbills, screen scenes, etc.;
- Compiles and retains a file of current and past public information distributed and/or posted in the media;
- Responsible for photographs and videos of staff, customers, and events for use in print and social media materials and website;
- Obtains and maintains appropriate publicity release forms;
- Assists in developing the communication plans for the Department;
- Assists with drafting grant proposals, budget proposals, and development of contract paperwork;
- Assists in developing and writing press releases and articles, brochures, posters, ads, radio spots and other informational materials or literature to educate the community;
- Coordinates and participates in the set-up, preparation and promotion of all Department-sponsored and attended events, including lifting and transportation of education & outreach materials;
- Monitors and maintains an inventory of education and outreach materials for the Department, including organization of the storage of these items;
- Provides updated and accurate information on the departments website and works with County staff, contractors, and services for its maintenance;
- Maintains the Department's website(s) and social media presence (Facebook, Twitter, Instagram, YouTube, etc);
- Conducts surveys, as well as researches strategies for effectively communicating information;
- Schedules outreach events to engage and inform the public;
- Conducts research on strategies for effectively communicating department information, including to present at presentations and local events;
- Assists staff in all public information communicated;
- Assists the staff with assessments, prepares reports and suggestions for the organization being assessed;
- Performs other related duties as assigned.

#### **KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- High level of creativity, comfort and competence working independently;
- Good knowledge of design materials and programs for social media, print, and presentations;
- Ability to prepare and present Department information using appropriate computer software;
- Working knowledge of photography, videography and editing software and equipment;
- Working knowledge of website content management systems and website hosting;
- Working knowledge of department programs, including office terminology, procedures, and equipment;
- Ability to conduct internet research;
- Strong written, verbal and interpersonal communication skills;
- Ability to read and interpret written information;
- Ability to communicate and work effectively with the public and community groups, particularly youth, adults, and individuals from historically ignored populations, including but not limited to people with disabilities, Black, Indigenous, Latino, Asian, and other people of color, as well as those from diverse religious backgrounds and gender identities and expressions. This includes applying an equity lens to recognize and address barriers faced by these populations, fostering inclusive and accessible engagement.
- Ability to write clearly and informatively;
- 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 contribute to building a positive team atmosphere;
- Ability to work flexible hours, including night and weekend events;
- Demonstrated characteristics of tact, initiative, resourcefulness, creativity and integrity;
- The employee's physical condition shall be commensurate with the demands of the position.

Originally Created June 16, 2011