

**TOMPKINS COUNTY CIVIL SERVICE  
EXAMINATION  
Inclusion Through Diversity**

**OPEN TO THE PUBLIC**

Tompkins County Department of Human Resources Office  
125 E. Court Street  
Ithaca, NY 14850  
(607) 274-5526

**Tompkins County is an Equal Opportunity/Affirmative Action employer. Minorities and women are encouraged to apply**

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**TITLE:** Communications Coordinator

**EXAM NO:** 67459

**SALARY:** \$26.52/hr 2022 Hire Rate

**TYPE OF EMPLOYMENT:** Full Time

**EXAM DATE:** 11/05/22

**ISSUE DATE:** 09/07/22

**THE FINAL DATE TO FILE APPLICATIONS:** 09/22/22

**DATE THAT THIS ANNOUNCEMENT SHOULD BE REMOVED FROM POSTING:** 11/06/22

**RESIDENCY:** Candidates must have been legal residents of Tompkins County or one of the six adjoining counties (Cayuga, Chemung, Cortland, Schuyler, Seneca, Tioga) for at least one month immediately preceding the date of application and maintain residency. For Examinations: The eligible list resulting from the examination will be established in accordance with the final earned numerical ratings of passing candidates regardless of residence. A municipality or district may exercise its right under section 23-4-a. of Civil Service Law to request a certification of eligible candidates who have been residents of that municipality or district for at least one month prior to appointment. After the names of residents have been exhausted, Tompkins County must then certify the names of non-residents on the list.

**THE USE OF A QUIET HAND HELD CALCULATOR IS ALLOWED FOR THIS EXAMINATION.**

**LOCATION OF POSITIONS/VACANCIES:**

There is currently one vacancy in the title of Communications Coordinator located at the Department of Recycling and Materials Management. The eligible list resulting from this open competitive examination may be used to fill any full-time, part-time, and/or temporary vacancies that may occur during the life of the eligible list.

**MINIMUM QUALIFICATIONS: EITHER:**

1. Graduation from a regionally accredited or New York State registered four-year college or university with a Bachelor's degree in communications, public relations, marketing, journalism, environmental studies or environmental education **AND** two (2) years of full-time paid (or the equivalent part-time) experience in communications, public relations, marketing, environmental studies or environmental education; **OR**
2. Graduation from a regionally accredited or New York State registered two-year college or university with an Associate's degree in communications, public relations, marketing, journalism, environmental studies or environmental education **AND** four (4) years of full-time paid (or the equivalent part-time) experience in communications, public relations, marketing, environmental studies or environmental education; **OR**

3. Any combination of training and experience equal to or greater than that described in (a) or (b) above.

Tompkins County is Committed to

Equity and Inclusion. We encourage those with similar values to apply.

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

This position involves responsibility for assisting a Department Head by coordinating public communications for the Department of Recycling and Materials Management. Duties include, but are not limited to: program planning and implementation, supervision of project assistants and contractors, management of all aspects of Department communications, program budget, and data tracking and reporting. This work encompasses a wide variety of projects and activities. Guidelines and policies are available as broadly-stated program objectives and the incumbent is regularly required to initiate new procedures and methods. Wide leeway is allowed for the exercise of independent judgment. The incumbent will perform all related duties as required.

### **TYPICAL WORK ACTIVITIES**

- Manages departmental communications;
- Develops and implements strategies for increasing public knowledge of department programs and services;
- Provides information through the media, website, printed materials, displays, events, advertisements and social media;
- Supervises assigned staff;
- Prepares presentation materials to assist the Department Head at Legislative meetings, community groups and other public forums;
- Develops and implements short and long-term communication plans and strategies for the organization to inform, enhance and serve the public;
- Plans, writes and disseminates press releases and articles;
- Produces content for print and website including brochures and newsletters;
- Prepares and tracks the annual budget for public communication costs;
- Prepares funding proposals for grants and reimbursement reports;
- Develops and maintains public communication contracts and agreements;
- Maintains a repository of public information (e.g. press articles, ads);
- Updates and maintains the department website;
- Oversees contracts with advertisers, graphic designers, non-profit partners, outreach assistance and event educators;
- Supervises and participates in sponsored events;
- Performs other related duties as required.

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

- Thorough knowledge of current principles and practices of public communications;
- Thorough knowledge of the organization, functions, laws, policies, regulations, programs and goals of the agency to which is assigned;
- Excellent communication and interpersonal skills;
- Strong ability to work effectively with municipal and business officials, private citizens, community groups, the media and private contractors and consultants;
- Strong ability to effectively communicate through a variety of means, including the media, internet, printed and spoken word;
- Strong ability to effectively use desktop publishing software, develop power point presentations, prepare advertisements, and other communication resources;
- Ability to plan, assign and review the work of others;
- Ability to perform close, detailed work involving considerable visual effort and strain;
- Ability to meet tight deadlines and work flexible hours, including weekend events;
- Tact, initiative, resourcefulness, courtesy, creativity and teamwork are required;
- Physical conditions commensurate with the demands of the position.

## **COMPLETE SCOPE OF THE EXAMINATION AND EXPANDED SUBTEST DESCRIPTIONS:**

### **Directing a public information program**

These questions test for the ability to conduct a public information program for a department or agency. Questions may cover such topics as evaluating needs, planning publicity programs, developing relations with the community and media, and directing the activities of a public relations or marketing plan.

### **Educating and interacting with the public**

These questions test for the ability to communicate with others in a manner consistent with good public relations practices. Questions will cover such concepts as interviewing or gathering information from others; participating in meetings or work groups; and presenting information to citizens, community organizations, staff and the media.

### **Grammar, usage, punctuation, and editing**

These questions test for the ability to generate, prepare, and edit written documents. Some questions test for a knowledge of grammar, usage, punctuation, and sentence structure. Others test for the ability to edit sentences to produce correct, clear, concise copy.

### **Preparing written material**

These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.

### **Promoting and publicizing a program**

These questions test for knowledge of the principles and practices related to promoting and publicizing a program or service in order to attract customers, clients, or participants. Questions may cover such topics as researching and setting promotion objectives, appealing to various target audiences, and producing and distributing informational materials.

### **Supervision**

These questions test for knowledge of the principles and practices employed in planning, organizing, and controlling the activities of a work unit toward predetermined objectives. The concepts covered, usually in a situational question format, include such topics as assigning and reviewing work; evaluating performance; maintaining work standards; motivating and developing subordinates; implementing procedural change; increasing efficiency; and dealing with problems of absenteeism, morale, and discipline.

### **Test guide:**

The New York State Department of Civil Service has not prepared a test guide for this examination. However, candidates may find information in the publication 'General Guide to Written Tests' helpful in preparing for this test. This publication is available on line at: <https://www.cs.ny.gov/testing/testguides.cfm>.

## FURTHER INFORMATION AND INSTRUCTIONS

Falsification of any part of the "Application for Employment" will result in disqualification.

Accepted candidates will be notified when and where to appear for the examination. If you do not receive your notice to appear at least three days before the date of the written examination, call Tompkins County Department of Human Resources at 274-5526. If an application is disapproved, due notice will be sent. This department does not make formal acknowledgment of the receipt of an application or take responsibility for non-delivery or postal delay.

Applicants must answer every question on the application form and make sure that the application is complete in all respects. Incomplete applications will be disapproved.

**ACTIVE MILITARY PERSONNEL, VETERANS OR DISABLED VETERANS** desiring to claim additional credit will request the Veterans Credits application form, at any time between the date of application for examination(s) and the date of the establishment of the resulting eligible list. You must meet the requirements set by NYS for these credits and they may be used only once. **YOU MAY NOT CLAIM ADDITIONAL CREDITS AFTER THE ELIGIBLE LIST HAS BEEN ESTABLISHED. IT IS THE CANDIDATE'S RESPONSIBILITY TO REQUEST THE VETERANS CREDIT APPLICATION FORMS AND TO SUBMIT THESE FORMS AND ANY SUPPORTING PAPERWORK BEFORE THE ELIGIBLE LIST IS ESTABLISHED.**

Tompkins County's written examinations are prepared and rated by the New York State Department of Civil Service in accordance with Section 23-2 of Civil Service Law. The provisions of the New York State Civil Service Rules and Regulations, which deal with the rating and review of the examinations apply.

The duration of the eligible lists may be fixed for a minimum of one and a maximum of four years and may be extended beyond four years if there has been a restriction against the filling of vacancies in that title.

The candidates must complete a separate "Application for Employment" for each open-competitive and/or promotional examination that the candidate is eligible to take.

All experience required meeting the acceptable training and experience is full-time experience. (Part-time experience will be credited on a prorated basis).

Appointment from an eligible list must be made from the top three candidates willing to accept the appointment.

Tompkins County is an Equal Opportunity Employer. As part of its efforts to provide employment opportunities to the physically handicapped, Tompkins County Civil Service has adopted a rule permitting the employment of qualified physically handicapped persons without competitive examination (pursuant to Section 55 of Civil Service Law). If you meet the minimum qualifications for this position and wish to know more about this rule, please contact the Tompkins County Department of Human Resources Office.

Unless otherwise notified, candidates are permitted to use quiet, hand-held, and solar or battery powered calculators. Devices with Typewriter Keyboards, Spell Checkers, Personal Digital Assistants, Address Books, Language Translators, Dictionaries or any similar devices are prohibited. You may not bring books or other reference materials.

**CROSS-FILING - APPLYING FOR CIVIL SERVICE EXAMINATIONS IN MULTIPLE JURISDICTIONS WHEN EXAMINATIONS ARE SCHEDULED ON THE SAME DATE:** When applying for examinations across multiple jurisdictions - all of which are scheduled on the same day - you must submit a Tompkins County Cross-Filing Form. This form must be submitted no later than 4:30 PM on the final filing date of the examination. On this form, list each examination that you are taking and then tell us where you would like to sit. The purpose is to ensure that all of the test materials for the various examinations that you are taking will be available in one location. If you do not provide the cross-filing form to us by the final filing date, we cannot ensure that we can accommodate your desire to cross-file. If any of the examinations are State level examinations, you must sit at the State test center. You will still need to complete the Tompkins County cross-filing form. If sitting at the State site, the State will notify you of when and where to report for your examination(s) and you should bring all admittance letters to the State site. If you are not taking a State examination, bring all admittance letters to your chosen testing site. If you have any question please call Tompkins County Department of Human Resources Department (607) 274-5526. The Cross File form is located at <http://www.tompkins-co.org/personnel/CivilSrvForms/index.html>

**FOR RELIGIOUS ACCOMMODATION AND HANDICAPPED PERSONS:** If special arrangements for testing are required, please indicate this on your application.

**ALL CANDIDATES FOR EMPLOYMENT FOR POSITIONS IN SCHOOL DISTRICTS AND BOCES GOVERNED BY TOMPKINS COUNTY CIVIL SERVICE MAY HAVE THE FOLLOWING SPECIAL REQUIREMENT. PER CHAPTER 180 OF THE LAWS OF 2000, AND BY REGULATIONS OF THE COMMISSIONER OF EDUCATION, TO BE EMPLOYED IN A POSITION DESIGNATED BY A SCHOOL DISTRICT OR BOCES AS INVOLVING DIRECT CONTACT WITH STUDENTS, A CLEARANCE FOR EMPLOYMENT FROM THE STATE EDUCATION DEPARTMENT IS REQUIRED.**

In conformance with Section 85-a of the Civil Service Law, children of firefighters and police officers killed in the line of duties shall be entitled to receive an additional ten points in a competitive examination for original appointment in the same municipality in which his or her parent has served. If you are qualified to participate in this examination and are a child of firefighter or police officer killed in the line of duties in this municipality, please inform this office of this matter when you submit your application for examination. A candidate claiming such credit has a minimum of two months from the application deadline to provide the necessary documentation to verify additional credit eligibility. However, no credit may be added after the eligible list has been established.

**BACKGROUND INVESTIGATION:** Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check, to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification.

TOMPKINS COUNTY PERSONNEL DEPARTMENT, 125 EAST COURT STREET, ITHACA, NY 14850