

# **TOMPKINS COUNTY CIVIL SERVICE VACANCY**

## **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:** Multimedia Communications Specialist - BOCES

**SALARY:** \$47,600-\$56,000

**TYPE OF EMPLOYMENT:** Full-time

**ISSUE DATE:** 07/15/25

**THE FINAL DATE TO FILE APPLICATIONS:** 07/31/25

**DATE THAT THIS ANNOUNCEMENT SHOULD BE REMOVED FROM POSTING:** 08/01/25

**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.

**START DATE:** 8/18/25

**SALARY:** \$47,600-\$56,000 Base Salary (11-month position & follows the school calendar) **Contact Person:** For further information, please contact Chelsea Blovat, 607-257-1551 ext 1019 **Application Deadline:** 7/31/25 or until position is filled.

#### **MINIMUM QUALIFICATIONS:**

1. Graduation from an accredited college or university with a Bachelor's Degree in Communications, Public Relations, Marketing, Advertising, Graphic Design, Media Arts, Digital Media Production, TV/Radio/Film, Digital Broadcast Journalism, Journalism, Photography, Interactive Media, Digital Storytelling, Web Design and Development, Communication and Rhetoric, Education, or a related field; **OR**
2. Graduation from an accredited college with an Associate's degree in communications, public relations, marketing, advertising, graphic design, media arts, digital media production, TV/radio/film, digital broadcast journalism, journalism, photography, interactive media, digital storytelling, web design and development, communication and rhetoric, education, 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, public relations, digital content creation, video production, 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, digital content creation, video production, or a related field; **OR**
4. Any combination of training and experience equal to or greater than that specified in (1), (2), and (3) above.

**SPECIAL REQUIREMENTS:**

1. Reliable transportation and possession of a valid New York State driver's license.

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.

2. Occasional evening and weekend assignments may be required

**DISTINGUISHING FEATURES OF THE CLASS:**

The Multimedia Communications Specialist plays a key role in supporting the public relations efforts of Tompkins-Seneca-Tioga BOCES and its component school districts by producing engaging visual and digital content that effectively communicates school programs, initiatives, and achievements. Under the supervision of the Communications Coordinator, the incumbent is responsible for creating and editing video content, photographing events, managing social media posts, and updating website content. The work also involves building and maintaining collaborative relationships with internal staff, administrators, and community stakeholders to gather and promote timely, relevant stories. The position requires a high degree of creativity, adaptability, and professionalism, as the employee will work across multiple school sites throughout the week and must be able to manage responsibilities independently while contributing to a cohesive communications team. This position is well-suited for a visually driven communicator who is passionate about public education and skilled in multimedia storytelling.

**TYPICAL WORK ACTIVITIES:**

- Create, plan, shoot, and edit multimedia content—particularly video—that highlights school district initiatives, events, programs, and achievements.
- Capture high-quality photography and videography for use in newsletters, websites, press releases, and social media.
- Develop and produce digital stories aligned with the branding and communication goals of TST BOCES and individual component districts.
- Design graphics, templates, and layouts for social media, flyers, posters, newsletters, and other materials using tools such as Canva or Adobe Creative Suite.
- Ensure consistency in branding and visual identity across all media content for TST BOCES and individual districts.
- Maintain organized digital libraries of photos, videos, and creative assets.
- Assist with updating, managing, and creating website content, including news articles, announcements, event recaps, and webpages.
- Develop and schedule social media posts across platforms such as Facebook, Instagram, and Twitter/X, etc.
- Monitor engagement and analytics to inform future content strategies.
- Coordinate photography and coverage for school events across multiple district locations.
- Support administrators, faculty, and staff in identifying and developing promotional content and storytelling opportunities.

- Establish and maintain relationships with key stakeholders across the BOCES and its component districts.
- Adapt content strategies and messaging to suit each district's brand and community identity.
- Attend and provide communications coverage at school events, including occasional evenings and weekends.
- Rotate between school sites throughout the week, providing flexible communications support across the region.
- Perform other related duties as required.

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

- Proficiency in video production and editing software (e.g., Adobe Premiere Pro, Final Cut Pro, iMovie, etc.).
- Strong understanding of branding, visual storytelling, and digital media strategy.
- Excellent verbal and written communication skills, with attention to detail and audience awareness.
- Working knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite, etc.).
- Familiarity with social media best practices and platform-specific content strategies.
- Ability to manage multiple projects simultaneously while meeting tight deadlines.
- Strong interpersonal skills with the ability to build effective working relationships with staff, students, and community stakeholders.
- Self-starter with the ability to work independently and exercise sound judgment.
- Flexible and adaptable, able to work in various locations and environments throughout the week.

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## 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