

## **Geneva City School District Vacancy**

Salary Range: \$25.00/hr - \$28.00/hr

Appointment will be made on a Provisional basis, with permanent appointment following successful qualification in a Civil Service Examination which will be scheduled at a later date.

### PUBLIC RELATIONS OFFICER

**MINIMUM QUALIFICATIONS:** Possession of a Bachelor's degree, or higher, AND one (1) year of full-time paid work experience, or its part-time equivalent, in public relations work or in a position writing, editing, or designing publications.

**SPECIAL NOTE: EDUCATION:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**DISTINGUISHING FEATURES OF THE CLASS:** This position is responsible for performing public relations duties and supervising the dissemination of information in a school district. The work involves responsibility for editing and preparing written material for publications. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The duties also include collecting information which will result in policy determinations by the Superintendent and other district officials. This position does not supervise staff. The incumbent receives general direction from a high-level administrator with leeway provided for the use of independent judgment. Does related work as required.

### TYPICAL WORK ACTIVITIES: (Illustrative only)

Prepares written communications for public relations publications and press releases;  
Utilizes various computer programs for incorporating photographs and drawings into publications;  
Plans public events on behalf of the Superintendent of Schools, Board of Education, and other school administrators;  
Produces video and still photographs utilizing digital and other photographic technology;  
Produces computerized presentations for the Superintendent of Schools or other administrators using all features of PowerPoint and other related software;  
Writes, composes, lays-out and arranges for publication of school district newsletters, and other publications;  
Provides expert advice on public and community relations to the Superintendent of Schools;  
Makes all arrangements for community education programs, including instructors, classrooms, fees, and registrations;  
Assists with crisis management and negative news communications;  
Collaborates with community groups and school district support groups to plan presentations and special events;  
Updates the school district's web site, including loading of digital photographs and graphics;  
Provides print specifications to printing companies and negotiates publication prices;  
Participates in administrative meetings and Board of Education meetings;  
Gathers and tracks demographic and confidential data as needed and requested by the Superintendent and school district officials;  
Prepares meeting spaces for numerous district functions, providing audio, visual, and computer services for such events;  
Attends a variety of school district academic and athletic events, whether scheduled in the early morning, during the school day, or in the evening, to obtain photographs and information for school publications.

PUBLIC RELATIONS OFFICER

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of publicity principles and methods; good knowledge of various photography and computer programs used in publishing; good knowledge of the organization, objectives and content of the school district program; good knowledge of organizations and publications interested in the school district; ability to operate a personal computer and utilize common office software programs; ability to establish and maintain good working relationships with members of the press, television, radio and other publicity media; ability to get along well with others; ability to express ideas orally and in writing; skill in the performance of public relations activities; initiative and resourcefulness; good physical condition.

REVISED: 6/23/11; 5/11/18; 6/4/22; 9/21/22

CIVIL SERVICE CLASSIFICATION: FULL-TIME – COMPETITIVE

PART-TIME (SCHOOLS) – NON-COMPETITIVE