



Ontario County Department of Human Resources
3019 County Complex Drive
Canandaigua, NY 14424
www.ontariocountyny.gov ~ ~ (585) 396-4465

Vision: A vibrant community where every citizen has the opportunity to be healthy, safe and successful

Mission: Provide strategic and responsive public services that are fiscally responsible and sensitive to the diverse and changing needs of our community

JOB OPENING NOTICE

JOB POSTING #: 24-082 **POSTING DATE*: FROM:** 12/23/24 **TO:** 01/31/25

JOB TITLE: Community Relations Coordinator (Pending)

RATE OF PAY: \$64,462/yr.

LOCATION: Ontario County Office of Sheriff

NOTE: Candidate will be initially appointed on a provisional basis pending a civil service exam to be held later. To gain permanent status, the candidate must apply for the next exam and be successful according to the [Rule of Three](#).

MINIMUM QUALIFICATIONS AS SHOWN ON JOB DESCRIPTION

QUALIFICATIONS: County Values: All employees of Ontario County are expected to uphold and exhibit the County’s shared values and behaviors to achieve the County’s Vision and Mission.

MINIMUM QUALIFICATIONS: Either:

1. Possession of a Bachelor’s Degree, or higher, AND one (1) year full-time experience, or its part-time equivalent, in Public Relations, Marketing, Communications, or closely related field; OR
2. Possession of an Associate’s Degree AND three (3) years full-time experience, or its part-time equivalent, in Public Relations, Marketing, Communications or closely related field.

APPLICATION DEADLINE / LAST FILING DATE*: until filled

* Last filing date established for an announced exam always supersedes posting date.

HOW TO APPLY: All applications must be received through the [Ontario County Civil Service Employment Portal](#).

Ontario County is an Equal Opportunity Employer and, as such, offers equal opportunities for all qualified applicants with no discrimination as to age, race, color, creed, sex, national origin, sexual orientation, military status, predisposing genetic characteristics, marital status, domestic violence victim status, disabilities or, in certain circumstances pursuant to Executive Law 296, conviction record. Any person with a disability requesting reasonable accommodations in order to participate in examinations will be accommodated.

COMMUNITY RELATIONS COORDINATOR

QUALIFICATIONS:

County Values: All employees of Ontario County are expected to uphold and exhibit the County's shared values and behaviors to achieve the County's Vision and Mission.

MINIMUM QUALIFICATIONS: Either:

1. Possession of a Bachelor's Degree, or higher, AND one (1) year full-time experience, or its part-time equivalent, in Public Relations, Marketing, Communications, or closely related field; OR
2. Possession of an Associate's Degree AND three (3) years full-time experience, or its part-time equivalent, in Public Relations, Marketing, Communications or closely related field.

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 is a professional administrative position involving the responsibility for planning, directing, coordinating and participating in the activities and services of building and reinforcing harmonious relations between the Office of Sheriff and all public, private and governmental agencies within Ontario County. The work involves direct contact with representatives and officers of community groups and agencies, local business and industry leaders and other governmental agencies on behalf of the Sheriff. The incumbent of this position would be expected to work some evenings and weekends related to events. Work is performed under the general supervision of the Sheriff or his/her designee, with considerable leeway allowed for the exercise of independent judgement in the development of contacts with community leaders, the establishment of internal procedures, media and social media management. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Administers programs and services of the Sheriff Community Relations Division, including the analysis of community needs, development of program proposals, implementation of programs, delivery of services and evaluation of program and services effectiveness;

Meets with leaders from community groups and organizations, local businesses and industries, and other government agencies to increase community understanding of the Office of Sheriff's role in public safety and security and maintains working relationships with these representatives;

Disseminates information to the public through various media platforms and prepares and responds to media inquiries on behalf of the Sheriff to maintain effective public relations;

Participates in civic and community organizations to promote understanding and harmonious relations with all members;

Meets regularly with the Sheriff, Undersheriff, and command staff to discuss division-specific programs and inform them of developments and needs related to advancing the agency's community relations goals;

Works with the Sheriff to develop methods and procedures for the convenient sharing of information (e.g. major incident notifications, significant changes in office operations, comments, feedback, positive events) between the agency and community members;

Drafts speeches and schedules interviews;

Assists with the office's response to crisis management and negative news communications;

Monitors current trends, problems and developments in police and community relations;

COMMUNITY RELATIONS COORDINATOR

TYPICAL WORK ACTIVITIES: (Continued)

Researches and reviews program administration and community relations program delivery for best practices;
Establishes various communication channels to enhance connection between the community and the agency utilizing other forms of electronic media;
Creates, maintains, and updates various forms of social media, regularly, including but not limited to the agency's website and Facebook;
Responds to requests from office members and the community for assistance in identifying issues and solving problems related to community relations and public safety;
Meets with staff members to review and collect data relevant to specific programs;
Works with Road Patrol Supervisors to develop patrol deployment plans that allow deputies time to participate in community engagement and problem-solving activities;
Organizes and/or assists with programs and activities that create opportunities for office members and community members, especially youth, to interact in a positive setting;
Attends County Council and other community meetings to obtain information on community relations needs;
Works with the community advisory committee to identify information that may increase transparency regarding office operations.
Establishes and maintains effective professional relationships with diverse people and organizations to include community groups, non-profits, non-governmental agencies, faith communities, businesses, schools, service providers, etc. to identify trends, develop programs and activities, address issues in the community, and provide an improved understanding of the agency;
Organizes and conducts annual surveys to measure the condition of the agency's relationship with the community and provides written summary of the results to the Sheriff annually;
Interprets and analyzes written and quantitative information;
Participates in the Office of Sheriff's awards committee;
Recognizes office and community members for exceptional work or performance in community relations efforts;
Attends trainings in relation to responsibilities.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the agency and/or department's mission, initiatives, procedures, policies, and goals; thorough knowledge of the techniques of program administration and community relations program delivery; good knowledge of the techniques of effective public speaking; good knowledge of the proper methods of the presentation and distribution of information; good knowledge of the principals and practices of community relations; good knowledge of social media platforms; ability to establish and maintain effective working relationships with a wide variety of people; ability to operator a personal computer and utilize a variety of software programs; ability to work with and serve a divergent local community in a courteous, tactful, and effective manner; ability to work with a team or group; ability to collect, organize, analyze, interpret, and report data and information; ability to communicate in English effectively both orally and in writing; ability to maintain confidentiality; good judgement; tact; diplomacy; initiative; physical condition commensurate with the demands of the position.

APPROVED: 12/16/24

CIVIL SERVICE CLASSIFICATION: COMPETITIVE

JURISDICTION: OFFICE OF SHERIFF

ONTARIO COUNTY DEPARTMENT OF HUMAN RESOURCES