

Wayne-Finger Lakes BOCES – Vacancy

Salary range: \$50,000-\$67,000/yr.

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.

PUBLIC INFORMATION COORDINATOR

MINIMUM QUALIFICATIONS: Either:

1. Possession of a Bachelor's Degree, or higher, AND two (2) years full-time paid work experience, or its part-time equivalent, in Journalism, Media Studies, Public Relations or Communications; OR
2. Possession of an Associate's Degree AND four (4) year of full-time paid work experience, or its part-time equivalent, in Journalism, Media Studies, Public Relations or Communications.

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 professional public relations work with responsibility for developing and implementing a program of planned and strategic two-way communication, which also includes publicizing and distributing information about the agency's news, events, programs, services and facilities. Employees in this class maintain close contact and cooperate with policy-making officials, school staff, local media representatives and the public. Work is performed under the direct supervision of a higher-level Manager, but work is performed independently in accordance with established policies and practices. Supervision of program projects and activities may be required. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Works closely with the agency's administrators and staff to assess communication needs, opportunities and strategies;

Plans, develops and produces a wide-range of communications strategies and materials for both internal and external audiences utilizing mixed media resources, including but not limited to digital content, newsletters, brochures, press releases, news articles, fact sheets, presentations, special reports etc.;

Assists in analyzing and explaining school district budgets, student testing, and achievement data and/or other complex information related to school programs, policies, and operations to various audiences of different knowledge levels;

Attends meetings and maintains records of information released.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of journalism and public relations;

Good knowledge of appropriate media sources for dissemination of information;

Good knowledge of English usage, spelling, punctuation and grammar;

Knowledge of the organization, objectives and content of the agency's program(s);

Ability to read, interpret, analyze and summarize complex written documents;

Ability to acquire a knowledge of agency operations and complex issues;

Ability to establish and maintain effective working relationships with others;

Ability to effectively communicate in English in both oral and written form;

Ability to operate a personal computer and utilize common office software programs;

Initiative and resourcefulness;

Physical condition commensurate with the demands of the position.

Continued on Page 2

PUBLIC INFORMATION COORDINATOR

APPROVED: AUGUST 20, 2025

CIVIL SERVICE CLASSIFICATION: COMPETITIVE

JURISDICTION: WAYNE-FINGER LAKES BOCES

ONTARIO COUNTY DEPARTMENT OF HUMAN RESOURCES