

PUBLIC INFORMATION ASSISTANT

Distinguishing Features of the Class: The incumbent plans and performs activities involving publication of information concerning the School District program. This position involves responsibility for planning and carrying out promotional and informational functions concerning specialized school district programs. The duties require the incumbent to establish and maintain good rapport with staff members and various student and client population. The work is performed under the general direction of the Superintendent and school principals with wide leeway allowed for carrying out the day-to-day responsibilities for the position. The incumbent does related work as required.

Typical Work Activities:

- Edits and writes articles, columns, newsletters, brochures, and blogs regarding specialized programs;
- Webmaster for district, updates and maintains website, posts pod-casts, monitors pages posted by staff for accuracy and timeliness;
- Meets with staff on activities and planned programs to prepare news releases and informational material;
- Gathers information from a variety of sources to provide informational brochures and or web pages which are useful and provide direction and information to various groups;
- Takes pictures and photographs at district events or classroom presentations to be used for publication of a variety of medium sources;
- Develops formats and prepares layout to guide printers and or computers in the publication of a variety of material for information to be disbursed to the general public and or special interest groups including but not limited to dinner programs, certificates of achievement, awards, invitations, district calendar, budget books and special projects;
- Works with printers, newspapers, proofs material to be printed, maintains up-to-date mailing lists and generates a variety of material to be distributed within the community;
- Produces district newsletter, district calendar, yearly budget book, information on capital improvement projects and special elections;
- Updates the district's events sign outside and updates various board displays inside the buildings
- Coordinates special district-wide and community events as needed
- Serves on community boards as directed by Superintendent;
- Performs other duties as designated by the Superintendent of Schools.

Full Performance Knowledge, Skills, Abilities and Personal Characteristics:

- Good knowledge of the principles, terminology and techniques of publicity, promotion and journalism;
- Good knowledge of computer skills including website technology and maintenance;

PUBLIC INFORMATION ASSISTANT, continued

- Working knowledge of the organizational structure of the various educational facilities on the secondary level;
- Working knowledge of basic concepts and terms used in modern methods used in printing and reproduction related to the area of photography and publication layout and design;
- Working knowledge of methods and procedures of producing, publishing and distributing printed or electronic informational material;
- Ability to understand and interpret and prepare written or electronic material;
- Ability to edit and proofread written or electronic material;
- Physical condition commensurate with the demands of the position.

Minimum Qualifications: EITHER:

(A) Graduation from a regionally accredited or New York State registered two (2) year collage with an Associate Degree in journalism, communications or a closely related field and one (1) year experience in public relations, advertising, community relations, public information or journalism; **OR**

(B) Graduation from high school or possession of a high school equivalency diploma, and three (3) year experience in public relations, advertising, community relations, public information or journalism years of including or supplemented by course work in accounting or bookkeeping.

07/11/1990

01/21/1991

05/04/1992

12/15/1995

05/29/2007

CLASS: COMPETITIVE