

ASSISTANT PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: Under the direct supervision of the Public Information Officer (PIO), the incumbent is responsible for the publication of the Albany School District's quarterly newsletters, annual district calendar, Student Code of Conduct and other collateral, including but not limited to postcards, lottery materials, school brochures, specialty publications and advertizing tactics tied to strategic initiatives. The incumbent develops presentations and organizes meetings and special events with parents, community members, students, teachers, staff and specific groups to further the District's relationships with various community groups, businesses, parents, etc. The incumbent may upon assignment, act as a spokesperson for various district, school and community committees. Supervision over others may be required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Supervises all production phases of the district's publications and marketing functions, including developing story ideas, researching and writing all editorial content;
- Writes/edits articles and conducts preliminary layout/design of the District's quarterly external newsletter;
- Takes photographs and videos of district and school events and activities;
- Compiles news and information for social media use;
- Drafts, edits, proofreads material for news releases, media advisories, and other media-related fields;
- Researches questions and obtains information from staff members, files, etc.; in response to media inquires;
- Organizes and prepares presentations for meetings and special events;
- Attends community meetings to further the District's relationships with various groups, businesses, parents, etc.;
- Writes memoranda/correspondence;
- Helps develop and maintain district web site;
- Serves as district's spokesperson in PIO's absence;
- May supervise lower level office staff;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of desktop publishing, layout and graphic design;
- Good knowledge of Microsoft suite and web-editing applications;
- Good knowledge of personal computers and office equipment;
- Good knowledge of photography and videography;
- Working knowledge of issues affecting public education, particularly in an urban setting;

- Skill in researching, interviewing, writing and editing;
- Skill in collecting, organizing, analyzing and interpreting data and information;
- Ability to express oneself effectively both orally and in writing;
- Ability to understand oral and written directions;
- Ability to establish and maintain a working relationship with co-workers, clients, agencies and the community at large;
- Good organizational skills with an eye for detail;
- Strong interest in issues affecting public education;
- Tact;
- Courtesy;
- Good judgment;
- Thoroughness;
- Dependability;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited or New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree (or higher) in Communications, Media, Public Relations, Marketing, English or a closely related field and five (5) years paid fulltime experience in journalism, public relations work or a related field; **OR**
- B. Graduation from a regionally accredited or New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Associate's Degree Communications, Media, Public Relations, Marketing, English or a closely related field and seven (7) years paid fulltime experience in journalism, public relations work or a related field; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and nine (9) years paid fulltime experience in journalism, public relations work or a related field; **OR**
- D. Any equivalent combination of training and experience as defined by the limits of (A), (B) and (C) above.