

PUBLIC INFORMATION OFFICER
(Albany Public Library)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of the Director, the incumbent is responsible for organizing and implementing the Library's public relations and public information activities. Work is performed in accordance with prescribed policy with leeway allowed for the exercise of independent judgment and initiative. Supervision may be exercised over the work of subordinate employees.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Coordinates media relations for the Library;
- Develops effective working relations between the Library and the community;
- Provides publicity for events and programs through various promotional activities, such as press releases, newsletters, photo opportunities, etc.;
- Oversees the production of agency publications;
- Implements and interprets policies and procedures developed by higher-level personnel;
- Assists in developing, recommending and coordinating the implementation of new procedures;
- Responds to the public, Library staff, radio, television and news media requests for information;
- Coordinates public programs such as music, films, lectures, etc.;
- May supervise subordinate employees;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of library administration practices;
- Good knowledge of the applications of computer technology to library operations;
- Good knowledge of media interviewing techniques in order to prepare executives for interviews;
- Good knowledge of marketing strategies to manage public relations and facilitate information to the public through media;
- Working knowledge of Library programs, policies and procedures;
- Skill in establishing and maintaining effective working relationships with employees, various representatives of public or private entities, policy-making bodies and the public;

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- Skill in utilizing the principles and practices of effective and persuasive communication to elicit information, negotiate problem resolution, and/or garner support for various programs or policies;
- Skill in developing techniques and methodologies to resolve unprecedented problems and situations;
- Ability to carry out library policies;
- Ability to train and supervise library staff;
- Ability to plan and coordinate the work of others;
- Ability to express ideas clearly and effectively, both orally and in writing;
- Ability to read and comprehend written material;
- Ability to evaluate situations and recommend remedial actions if necessary;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- (a) Graduation from a regionally accredited or NYS registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in Journalism, English, Public Relations or a related field and two (2) years of fulltime paid experience writing public announcements, newsletters, news and/or feature articles, and preparing and presenting informational materials and reports; **OR**
- (b) Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in Communications, Liberal Arts, Business-Marketing or a related field and four (4) years of fulltime paid experience writing public announcements, newsletters, news and/or feature articles, and preparing and presenting informational materials and reports; **OR**
- (c) Any equivalent combination of training and experience as defined by the limits of (a) and (b) above.