

**PUBLIC INFORMATION OFFICER**  
(City School District of Albany)

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves responsibility for planning, designing and carrying out promotional and informational functions concerning the operations and programs of the City School District of Albany. The work requires imagination and demonstrated ability in the layout and writing of informational materials. The duties require the incumbent to establish and maintain positive working relationships with news and communications media personnel. Work is performed under general direction of the Superintendent of Schools with leeway allowed for carrying out details of the work. Supervision is exercised over the work of subordinate clerical employees.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- Prepares news stories and other informational material to be released to various news media including local newspapers, radio and television;
- Edits writings for grammar usage and punctuation as well as readability and comprehension by lay persons;
- Writes and/or edits special promotional articles, brochures and bulletins;
- Works with television personnel regarding various public service announcements of school district information and activities;
- Contacts editors, radio program directors, publicity and advertising directors, civic organizations and others to enhance promotional and public relations activities of the school district;
- Maintains friendly and cooperative relations with representatives of the press, radio and other publicity media;
- Prepares booklets, pamphlets, leaflets and other school district promotional literature as required;
- Works with photographers and printers in preparation of various school district informational materials;
- Attends meetings of various organizations to gather and/or disseminate information on school district activities;
- Prepares special presentations using PowerPoint, etc. to explain particular projects or aspects of government to the general public and selected groups;
- Prepares a variety of records and reports;
- Performs related work as required.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Good knowledge of the principles, terminology and techniques of publicity promotion, public relations, journalism and the communications media;

- Good knowledge of basic concepts and terms used in printing, reproduction and related areas of photography and publication layout and design;
- Good knowledge of basic principles and practices of school district and community relations;
- Good knowledge of methods and procedures of producing, publishing and distributing printed public relations and informational materials;
- Working knowledge of personal computers and office equipment;
- Ability to prepare audio-visual public relations information;
- Ability to understand, interpret and prepare written material;
- Ability to edit and proofread written material;
- Ability to establish and maintain friendly relations with representatives of various news and communications media;
- Ability to communicate effectively, both orally and in writing;
- Good judgment;
- Tact and courtesy;
- Integrity;
- Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

- (A) Graduation from a regionally accredited four-year New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees with a Master's Degree, or higher, in Communications, Media, Public Relations, Marketing or a closely related field and a minimum of five (5) years full time paid experience as a journalist, in promotional or public relations work; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in the areas as defined by the limits of (A) above and a minimum of seven (7) years of experience as defined by the limits of (A) above; **OR**
- (C) Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.