

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under the direction of the Public Information Officer, the Public Information Specialist coordinates and crafts the library's social media outreach, coordinates information on the website and assists with digital content creation, and assists with other promotion and information dissemination efforts as part of the Public Relations Department.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Creates content for social media channels and library website to share information;
- Writes and edits information about the library's programs and services published on the website and mobile application;
- Monitors and reports on results using analytic tools, and makes ongoing improvements;
- Engages library users and targets potential customers through social outreach and interaction using such methods as coordinated campaigns, polls, and curated content;
- Promotes initiatives and maintain library brand;
- Uses software and other technology tools to assist in digital content creation (videos, images, etc.) to promote library on website and via social media;
- Collects and analyzes social media and website statistics;
- Makes recommendations on how to refine messages and dissemination methods;
- Works closely with the Public Information Officer to develop digital and social media content to achieve the library's strategic priorities;
- Assists Public Information Officer with other promotion and information dissemination efforts, as needed;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Working knowledge of the principles, techniques, and tools used in public relations, marketing, journalism, communications, and social media outreach;
- Working knowledge of computer software and applications;
- Working knowledge of desktop publishing, layout, and graphic design for publications and images;
- Skilled in writing and editing communications and marketing materials (media posts, blog articles, newsletters, website content, posters, videos, etc.);
- Ability to communicate effectively in a variety of formats (online, print, oral presentation, video, etc.)
- Ability to perform independently and as a team member;
- Good organizational skills and detail orientated;
- Tact, courtesy, and solid customer service skills;
- 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 or Communications and three (3) years of full time paid experience (or its part-time equivalent) in communications, media, public relations, marketing or a closely related field; **OR**
- B. Graduation from a regionally accredited or NYS registered college or university or one accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in Journalism, English or Communications and five (5) years of full time paid experience (or its part-time equivalent) in communications, media, public relations, marketing or a closely related field; **OR**
- C. Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.