

**PUBLIC RELATIONS COORDINATOR**  
**(Special Events)**

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent is responsible for preparing and providing various information to the community regarding the City of Albany's Special Events. The incumbent serves as the media contact person and regularly acts as the spokesperson. The work is performed under the general direction of the Director with leeway allowed for the use of independent judgment while following prescribed policies and procedures.

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

- Coordinates the development and distribution of information to the community regarding the Special Events Office's activities, events and programs;
- Solicits media sponsorship (radio, print, television) for all events;
- Writes, reviews and edits event print material (posters, brochures, flyers, invitations, banners, signage etc.);
- Coordinates all aspects of Special Events Press conferences;
- Coordinates media relations (TV, newspaper and radio) by scheduling and preparing press/news releases and conferences;
- Plans, develops and coordinates promotional materials for special events and ceremonies as well as the associated advertising/marketing materials;
- Assists on site at events (media placement, special ceremonies, stage remarks);
- Maintains current media list;
- Prepares various reports when necessary;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

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

- Thorough knowledge of principles and practices of public relations;
- Thorough knowledge of the programs, policies and procedures of special events;
- Good knowledge of the principles of journalism as applied to public relations;
- Good knowledge of methods of producing, publishing and distributing printed information;
- Working knowledge of the basic concepts and terms used in printing layout and design;
- Skill in preparing material for publication and/or presentation;
- Skill in public speaking techniques;
- Ability to communicate effectively both orally and in writing;
- Ability to express oneself clearly and concisely;
- Ability to direct the work of personnel assigned to various projects;
- Ability to establish and maintain effective working relationships;
- Ability to operate a personal computer as well as the various software used to achieve the City's Special Events PR goals and objectives;
- Resourcefulness;
- Good judgment;
- Initiative;
- Physical condition commensurate with the demands of the position.

SEE REVERSE SIDE

**MINIMUM QUALIFICATIONS:**

- A. Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in public relations, marketing, journalism, communications, English or closely related field and two (2) years of fulltime paid experience in public relations, marketing, journalism, communications, or events office; **OR**
- B. Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree, which includes 15 semester credit hours in Public Relations, Marketing, Journalism, Communications and two (2) years fulltime paid experience in public relations, journalism, communications or events office; **OR**
- C. 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 an Associate's Degree in Public Relations, Marketing, Journalism, Communications or closely related field and four (4) years fulltime paid experience in public relations, journalism communications or events office; **OR**
- D. Any equivalent combination of training and experience as defined between the limits of A B and C above.

**SPECIAL REQUIREMENT:** A valid NYS Driver's License is required at the time of appointment and for the duration of employment.

**NOTE:** Position will be required to work evenings, Saturdays, Sundays, and holidays.