



Cayuga County Department of Human Resources and Civil Service Commission

JOB SPECIFICATION

Civil Service Title: Public Information Officer
Jurisdictional Class: Competitive
Civil Division: Seymour Public Library
Adoption: CSM 3/16/21
Revised: CSM

DISTINGUISHING FEATURES OF THE CLASS:

Under general supervision of the Library Director II, the incumbent is responsible for organizing and implementing the Library's public relations and public information activities. Work if 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)

Develop and implement marketing plan which supports goals and initiatives of the library;
Develop and produce major publications to the community;
Responsible for editorial direction, design, production and distribution of organizational publications;
Oversee/assist with preparation of key Library publications and crisis communications;
Plan, write, produce and manage content for marketing, branding, promotions, public relations, and internal and external communications;
Responsible for maintenance/updates/upgrades to the library website;
Develop and implement marketing plan to support ongoing constructions and fundraising efforts by affiliate organizations;
Collaborate with library departments to produce promotional materials;
Develop, implement and maintain style guide for library communications and signage to be used by all departments and manage process to create and request materials and signage;
Assist Library Director II in budget preparations for communications/marketing department;
Identify new technologies and library trends to respond to the needs of the community;
Provide media support at Library events by taking photos and/or videos;
Interview, hire, train, supervise and evaluate communications/marketing staff;
Performs related work as required.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, PERSONAL CHARACTERISTICS:

Strong computer proficiency;
Thorough knowledge of diverse software applications, such as those for web design, content management, photo and video editing, and graphic design;
Strong organizational skills, including the ability to manage multiple projects and details simultaneously;
Thorough knowledge of photography and video editing used as a tool to convey a message and establish a brand;
Ability to develop, plan, and implement short-term and long-term goals;
Ability to work in a team environment;
Ability to work independently and demonstrate initiative;
Ability to interview, hire, train, supervise and evaluate subordinate staff;
Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- (A) Graduation from a regionally accredited or NYS registered college or university with a Bachelor's Degree in Communications, Public Relations or a related field and three (3) years of experience in communications, marketing, Social Media or Digital Marketing; one (1) year of which shall have included supervisory experience; **OR**
- (B) Graduation from a regionally accredited or NYS registered college or university with an Associate's Degree in Communications, Public Relations or a related field and five (5) years of experience in communications, marketing, Social Media or Digital Marketing; three (3) years of which shall have included supervisory experience; **OR**
- (C) Graduation from High School with ten (10) years of experience in communications, marketing, Social Media or Digital Marketing; five (5) years of which shall have included supervisory experience; **OR**
- (D) Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.