



**Cayuga County Department of Human Resources  
and Civil Service Commission**

**JOB SPECIFICATION**

Civil Service Title:	<b>COMMUNITY SERVICES COORDINATOR</b>
Jurisdictional Class:	Competitive
Civil Division:	All Civil Divisions
Adoption: CSM	08/13/03
Revised: CSM	03/12/08

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**DISTINGUISHING FEATURES OF THE CLASS:**

This position involves responsibility for planning and overseeing a community services, promotional and public relations marketing program for an agency and disseminating information to meet the agency's needs. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. Incumbents have considerable contact with the media and public to build good will and gain support for use of agency services and programs. Responsibilities include but are not limited to preparation of written communication and publications, directing community-based program policy and planning, budget development and implementation and scheduling of facility use. The work is performed under the general direction of administrative staff with leeway allowed in carrying out the details of the work. The incumbent does related work as required.

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

Develops goals and strategies necessary to increase public awareness of the agency and to maintain and enhance community attitudes of confidence, respect and support;

Performs research and analysis to determine what services the public are utilizing and maintains communication with community residents to ensure that the programs fulfill their needs;

Gathers information from a variety of sources to provide information to various groups within the community concerning agency or program services and facilities;

Writes reports, news releases, texts for booklets and flyers, radio and television copy, speeches, newspaper articles, newsletters and other publications to promote agency services regarding programs and activities into the community;

Works cooperatively with administrative committees and community volunteers in developing community service strategies and devising responses to sensitive issues;

Oversees the facility's advertising campaigns related to communicating and marketing of agency programs and selects appropriate print media advertising vehicles based on cost and expected reader response;

Formulates public relations programs to promote publicity for program activities and services;

Develops cooperative programs between the agency and various community based groups to expand the breadth of educational and recreational activities available to students and community residents;

May coordinate after-school programs to provide students/youth with additional instructional support and recreation programs;

Coordinates student/youth involvement in community service projects;

May implement plans to promote the facility through sponsored events, such as fairs, education lectures, community education programs, facility tours, and related programs;

May maintain a web site and do periodic updates;

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, PERSONAL CHARACTERISTICS:**

Good knowledge of the principles, terminology, and techniques of publicity, promotion, and market research;  
Working knowledge of basic concepts and terms used in market research;  
Working knowledge of art and layout for development of brochures, flyers, etc.;  
Ability to prepare written marketing and promotional copy and function as a liaison with various media outlets to publicize agency programs;  
Ability to establish and maintain friendly relations with representative of various news and communications media;  
Ability to produce and present promotional information in public before groups;  
Ability to organize and coordinate agency activities from varied sources of input;  
Ability to understand, interpret and prepare written material;  
Ability to prepare and present oral presentations to the public regarding agency programs;  
Ability to edit and proofread written material;  
Ability to plan and supervise the work of others;  
Ability to recruit community volunteers for involvement in agency based activities;  
Willingness to work nights and weekends;  
Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

Graduation from high school or in possession of an equivalency diploma; AND

A. Graduation from a regionally accredited or NYS registered college or university with a bachelor's degree or higher in communication, education, journalism, business administration, public administration, community relations, marketing, or related field and one year of experience in community education or recreation, marketing, promotional, or public relations which shall have included supervision of others; OR

B. Graduation from a regionally accredited or NYS registered college or university with an associate's degree in communications, business administration, marketing, or related field and three years experience in community education or recreation, marketing, promotional or public relations; one year of which shall have included supervision of others; OR

C. Five years of experience in community education or recreation, marketing, promotional or public relations; one year of which shall have included supervision of others; OR

D. An equivalent combination of training and experience as defined by the limits of (A) through (C) above.

