

COORDINATOR OF PUBLIC RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: This is professional communications and public relations work involving responsibility for serving as a chief spokesperson for the District Attorney in coordinating and overseeing all communication functions for public dissemination in the form of press releases, in-person media interviews and press conferences. The incumbent has a responsibility for developing and coordinating a comprehensive program designed to keep the public informed about the objectives and operations of the District Attorney's Office. The work is performed under the general direction of the District Attorney or his designee. Does related work as required.

TYPICAL WORK ACTIVITIES:

Serve as a chief spokesperson for the District Attorney in coordinating and overseeing all communication functions by collecting information for public dissemination in the form of press releases, in-person media interviews, and press conferences;

Respond to highly confidential and/or highly sensitive matters and create a dialogue with the media to convey factual information;

Schedule and meet with internal staff to discuss confidential matters and utilize information gathered in meetings to brief the District Attorney and assist in planning for the type of public dissemination necessary depending on the nature of the matter;

Act as a liaison with local law enforcement agencies, New York State Police, New York State Department of Environmental Conservation Police, and other District Attorney Offices to coordinate media advisories and/or releases as well as coordinating public affairs events;

Design, create, and manage the District Attorney Office's various social media platforms (i.e. Facebook, Twitter) by posting community events, seminars, etc.;

Facilitate and attend meetings with local law enforcement press information officers and administrative staff;

Prepare and edit speeches, newsletters, correspondence, and informational materials;

Attend meetings, conferences, public hearings, and other public forums to gather and exchange information and represent the District Attorney, as necessary.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices and techniques of effective public relations, publicity and communications; thorough knowledge of the functions and organization of the District Attorney's Office; thorough knowledge of the techniques and methods of editing, illustrating and printing of publications; ability to manage social media platforms; ability to prepare written material; ability to communicate effectively, both orally and in writing; ability to establish and maintain cooperative relations with others, especially the press.

MINIMUM QUALIFICATIONS: Qualifications to be determined by the appointing authority.