

LEGISLATIVE COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is primarily communications and public relations work involving responsibility for writing, creating, editing, and disseminating information and materials about the Rockland County Legislature, including monitoring, and responding to social media content. The work is performed under the direct supervision of the Clerk to the Rockland County Legislature. Does related work as required.

TYPICAL WORK ACTIVITIES:

Assists in the preparation of public information materials including but not limited to press releases, newsletters, speeches, informational materials, social media posts and emails by providing information on behalf of the Rockland County Legislature;

Supports all County Legislators in coordinating, preparing for and attending off-site events and communication initiated by a Legislator and those events to which Legislators are invited by which may involve filming, writing advance communication and providing necessary follow-up to ensure adequate messaging and communication;

Monitors social media content and/or comments on County legislative activities and legislation;

Maintains a log of all social media content in preparation for future responses if needed;

Reviews opportunities to expand the County Legislature's presence on all social media platforms (i.e., Facebook, Twitter);

Captures all internal and external audio and visual interactions, utilizing recording and filming equipment;

Assists in the preparation of computer files for presentation for broadcast on the government access channel;

Assists in the preparation of posts on the County Legislature's website and social media Facebook account by disseminating important information to the public and updating information, as needed;

Develops content for County activities (i.e., Rockland County YouthFest) to promote the County Legislature and present information to the public throughout such events;

Attends all meetings of the County Legislature and supports office staff in live streaming such meetings;

Sets up all recording devices such as laptops, iPads, and other equipment to facilitate proper recording and transmission of meetings for broadcasting to social media platforms.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of effective public relations and communications; good knowledge of social media platforms for the dissemination of public information; good knowledge of the techniques and methods of writing, creating and editing publications and informational materials; ability to prepare press releases, speeches and informational materials; ability to use computer software and desktop publishing; ability to establish and maintain cooperative relations with others, including the general public and the press; ability to communicate effectively, both orally and in writing.

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