

## **LEGISLATIVE COMMUNICATIONS DIRECTOR**

**DISTINGUISHING FEATURES OF THE CLASS:** This is primarily professional communications and public relations work involving responsibility for coordinating, developing, and overseeing all communications from the Rockland County Legislature. The work involves writing speeches, coordinating press conferences, and developing public information, including that which pertains to legislative meetings and legislative programs and initiatives. The work also involves interactions with federal, New York State and local officials on behalf of the Rockland County Legislature. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Prepares public information materials including but not limited to press releases, speeches, informational brochures, and related materials on behalf of the Rockland County Legislature;

Plans and coordinates press conferences, community relations events, community outreach programs, and other public information events on behalf of the Rockland County Legislature;

Develops and makes recommendations regarding communication policies and procedures in order to ensure integrated, accurate, clear, and timely communications on behalf of the Legislature;

Monitors current and emerging issues of importance to the public and develops and provides guidance regarding the dissemination of public information regarding same;

Establishes and maintains liaison with newspaper reporters and editors, radio stations, television reporters, publishers, and related media outlets, and responds to media inquiries;

Develops and manages social media outlets regarding matters of public interest;

Prepares, edits, administers information released and posted to all social/ electronic media outlets and forums;

Attends local, New York State, regional, and national press events, as assigned;

Attends meetings, conferences, seminars, public hearings, etc., as assigned by the Rockland County Legislature, and may deliver presentations on behalf of the Legislature.

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

Thorough knowledge of the principles and practices of effective public relations and communication; thorough knowledge of the principles and techniques used to evaluate the effectiveness of a public relations program; thorough knowledge of social media outlets for the dissemination of public information; thorough knowledge of the organization, functions, programs, and operations of Rockland County government; ability to establish and maintain cooperative relations with others, including diverse cultural, religious, and ethnic groups and the press; ability to communicate effectively, both orally and in writing; ability to prepare press releases; ability to research matters of public interest.

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

R.C.D.P. 08.29.2016

Unclassified