

COORDINATOR OF COMMUNICATIONS SERVICES

DISTINGUISHING FEATURES OF THE CLASS: This is a professional position in the field of public relations involving responsibility for developing, coordinating and managing internal and external communications to enhance the visibility and understanding of the clients' programs, services and initiatives. This role involves developing district-wide messaging, managing special communications projects, advising on policy issues and supporting the marketing of communication services to potential clients. The work is performed under the general supervision of the Director of Public Policy and Strategic Communications or a higher-level administrator. Supervision is exercised over a number of employees. Does related work as required.

TYPICAL WORK ACTIVITIES

Plans and oversee the communication service's workflow to ensure efficient and timely execution of tasks;
Manages the development and distribution of public information (newsletters, executive letters, mass notifications, digital content and other materials) ensuring the clients stay informed about programs, events, services, initiatives and emergencies;
Manages special communications initiatives, including capital project/bond communications, website development and the creation of strategic communication plans for clients;
Oversees the development of a wide range of digital content strategies and materials for external audiences, including, but not limited to web content, executive messaging, video design and social media;
Assists various departments in coordinating communications to the public which includes, newsletters administrator notifications/letters and other documents;
Assists in implementing staff development programs;
Provides guidance/direction to clients on policies related to the dissemination of critical information;
Provides supervision and mentoring to staff;
Maintains a comprehensive understanding of the clients' budget process, student testing and achievement data and other complex information related to clients' programs, services, policies and operations;
Supports the promotion of BOCES communication services to potential district clients.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices and techniques of effective public relations, publicity, digital content and communications, including strategic communications practices; thorough knowledge of the principles and techniques used to evaluate the effectiveness of a public relations program; thorough knowledge of the techniques and methods of editing, illustrating and printing of publications; thorough knowledge of media sources appropriate for the dissemination of information; good knowledge of English usage, punctuation and grammar; ability to manage social media platforms; ability to prepare written material; ability to supervise the work of others; ability to communicate effectively both orally and in writing; ability to understand and interpret written material; ability to establish and maintain cooperative relationships with others; ability to exercise good judgment, tact and courtesy in difficult, stressful situations.

MINIMUM QUALIFICATIONS: A Bachelor's degree or higher in Journalism, Communications, Advertising, Marketing, English, Public Relations or comparable degree and five (5) years of public relations, newspaper or other publication experience which regularly involved writing or editing, one (1) year of which must have been supervising staff.