

STRATEGIC COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is primarily professional communications and public relations work involving responsibility for assisting the Director of Strategic Communications in coordinating all communications from the County Executive and Rockland County departments. The work also involves assisting in ensuring effective long-term communications relationships and the dissemination of integrated and clear messages on behalf of the County Executive. The work is performed under the general supervision of the Director of Strategic Communications. Does related work as required.

TYPICAL WORK ACTIVITIES:

Assists in developing policies and procedures for the systematic planning and coordination of communications and media development in order to ensure effective long-term communications between departments, the County Executive and media outlets;

Prepares departmental press releases by discussing matters of public interest with County Executive staff and department heads some of which are highly sensitive and related to complex matters;

Assists in developing and managing social media outlets related to matters of public interest including the technical content and use of the County website and social media pages;

Assists with the creation and editing of marketing materials for events and social media including photos and videos including video editing;

Assists the Director of Strategic Communications in serving as a spokesperson for the County Executive and may act as a liaison on behalf of the County Executive to newspaper reporters and editors, radio stations, television reporters, etc.;

Provides guidance to the Director of Strategic Communications, County department heads and commissioners regarding public relations matters;

Plans public information events, including but not limited to County Executive press conferences;

Accompanies the County Executive to local, regional and New York State press events, interviews and meetings;

Assists with finalizing speeches and talking points, gathers information, responds to questions, clarifies information, etc.;

May be responsible for developing content for and the production of electronic and/or print newsletters;

May monitor current and emerging issues of importance to the public and develops responses, confers with department heads regarding related public relations issues and advises the County Executive on communications regarding such matters;

May attend meetings, conferences, public hearings and other public forums to gather and exchange information and represent the County Executive, as necessary.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of effective public relations and communication, including strategic communication practices; good knowledge of the principles and techniques used to evaluate the effectiveness of a public relations program; good knowledge of the functions and organization of Rockland County government and its operations; ability to manage social media platforms; ability to communicate effectively, both orally and in writing; ability to prepare and edit press releases; ability to maintain cooperative relations with others, especially the press.

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

R.C.D.P. 01.01.2025

PJC/Exempt