

COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The Communications Coordinator reports directly to the department head and is responsible for the planning, coordination and dissemination of information on City programs, services, events and facilities. Work also includes management of media relations. The incumbent will be responsible for researching and writing materials for release. The Communications Coordinator may upon assignment, act as a spokesperson for various City officials and departments. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Prepares and carries out a strategic media plan that maximizes resident and media awareness of City Of Albany programs and services;
- Prepares media releases on City programs or services;
- Coordinates, researches, and provides advice to City officials and responds to media inquiries for information;
- Prepares press releases as requested;
- Advises City Officials and Department Heads on media requests and media policy;
- Maintains open lines of communication with community organizations and provides prompt responses to requests for public information about the City, its policies and programs;
- Advises the department head on the probable public relations consequences relating to shifts in existing programs and policies;
- Handles all correspondence between the department and public;

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of public relations principles and methods;
- Thorough knowledge of the methods and procedures of producing, publishing, and distributing community information materials;
- Good knowledge of personal computers and office equipment;
- Excellent verbal and written communication skills
- Ability to establish and maintain effective working relationships with business, industrial, and government representatives;
- Ability to understand and articulate the opinions of the department head;
- Ability to prioritize news items for inclusion in City publications/website;
- Resourcefulness;
- Integrity;
- Confidentiality;
- Sound judgment;
- Tact and courtesy;

- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Master's Degree in Communications, Journalism, Public Relations, Marketing or related field; **OR**
- B. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree and one (1) year of experience in writing, collection and distribution of news and related communication or in public or community relations;
- C. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Associates's Degree and three (3) years of experience in writing, collection and distribution of news and related communication or in public or community relations;
- D. An equivalent combination of training and experience as defined by the limits of (A) through (C).

Issued: 5/28/14

Revised: 8/29/18, 12/29/21