SCHOOL INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The work involves planning and performing activities involving publication of information concerning school district programs and events. The incumbent is responsible for the preparation of written material (and other publications for in-house distribution) and for dissemination to the news media, special groups and the general public about school district programs. The written material is designed to promote understanding and general knowledge about events, programs and policies of the school district. The work is performed under the general direction of the Superintendent of Schools or designee with leeway allowed for carrying out the day-to-day responsibilities of the position. Candidate is expected to perform related work, as required.

TYPICAL WORK ACTIVITIES:
Edits and writes news releases, news letter articles, announcements and informational and educational brochures and pamphlets; Researches and develops written material for inclusion in publications presentations and personal letters; Edits and proofreads written copy to be included in publications and presentations, as well as reports, flyers, posters and school calendars; Meets with school officials, administration and related personnel to set annual plans and objectives; Plans and coordinates news conferences, interviews and follow ups with district officials; Generates final copy and gathers graphic designs to be used for the publication program presentations; Attends meetings as may be requested and generates reports for the superintendent and the board.

FULL PERFORMANCE, KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:
Good knowledge of the principles, terminology, techniques of publicity promotion and journalism; working knowledge of the organizational structure of the various educational facilities on the secondary level; working knowledge of basic concepts and terms used in printing and reproduction related to the area of photography and publication layout and design; working knowledge of methods and procedures of producing, publishing and distributing printed informational material; ability to understand, interpret and prepare written material; ability to edit and proofread written material; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: EITHER:
(a) Graduation from a regionally accredited or NYS registered college or university with a Bachelor's Degree in Journalism, Communications or a closely related field and one year of experience in public relations advertising, community relations, public information or journalism; OR
(b) Graduation from a regionally accredited or NYS registered college or university with an Associate's Degree in Journalism, Communications or a closely related field and three years of work experience in public relations advertising, community relations, public information or journalism; OR
(c) Graduation from high school or possession of high school equivalency diploma and five years work experience, as stated above; OR
(d) An equivalent combination of training and experience as defined by the limits or (a), (b), and (c) above.

12/7/15 – created and adopted by the Columbia County Civil Service Commission – competitive.