

Public Information Officer - Spanish Speaking

DISTINGUISHING FEATURES OF THE CLASS:

This is a shared position with the City of Poughkeepsie and the Poughkeepsie School District.

This position involves technical and other duties relating to public information activities. The duties include the preparation of newsletters, publications and news releases. The work requires creativity, the production of graphic materials, and a flair for writing. The work is performed under general supervision in accordance with policy and procedural guidelines with leeway for the use of independent judgment. Supervision of others is not generally a function of this position.

TYPICAL WORK ACTIVITIES:

1. Prepares and edits informational materials, such as newsletters, brochures, and press releases, employing a variety of computer graphics programs and techniques;
2. Researches and writes news releases, brochures, newsletters and narrative reports describing the agency's activities and objectives;
3. Meets with various agency personnel on activities and planned programs to prepare news releases and informational materials;
4. Takes photographs for use in newsletters, publications or press releases;
5. May communicate with printers and vendors to ensure work is on schedule and deadlines are met;

6. Uses various software programs, such as PhotoShop, PageMaker, Publisher, etc. to develop formats and prepare layout of final copy for newsletters and other publications;
7. Assists in organizing special events and meetings;
8. Maintains a newspaper clipping file and files of material related to the agency's programs;
9. May meet with local officials, citizens and other groups to assess needs and organize educational, informational and other local programs and promotions;
10. May be responsible for maintaining and updating websites and/ or social media platforms;
11. Prepares exhibits and other public displays for presentations.

Qualifications

EITHER: (A) Associate's degree in communications, public relations, journalism, advertising or a related field; OR: (B) Graduation from high school or possession of a high school equivalency diploma and two (2) years of work experience in public relations, community relations, advertising activities, radio or television broadcasting, newspaper or magazine reporting, or a related field, which included responsibility for writing original final copy which is distributed on a mass distribution basis; OR: (C) An equivalent combination of training and experience as indicated in A and B above. Note: Your degree or college credit must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education

**SEND ALL
INTEREST TO:**

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John Penney

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Government

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