

CONSERVATION DISTRICT PUBLIC RELATIONS SPECIALIST
(Soil & Water)

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for performing public relations duties and supervising the dissemination of information in a Soil and Water Conservation District. The work involves responsibility for editing and preparing written material for publications. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The incumbent receives general direction from the District Manager with leeway provided for the use of independent judgment; does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

- Prepares written communications for public relations publications and press releases;
- Writes, composes, lay-out and arranges for publication of SWCD newsletters, news releases and other publications; in addition to organizing the mailings;
- Collaborates with community groups and school districts; support groups to plan workshops and special events in relation to conservation issues;
- Writes news releases and take photographs for all local newspapers/TV/radio for media coverage of District programs;
- Vigorously publicizes conservation achievements including performances, exhibitions, displays, dedications and recognitions;
- Develops, reviews and edits materials for District website and Social Media;
- Develops ways to bring conservation into the Wayne County school programs and bridges the education to co-curricular involvement in Envirothon programs.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of Microsoft Office, Adobe Acrobat or other document creation/software communication programs; Good knowledge of publicity principles and methods; good knowledge if various photography and computer programs used in publishing; good knowledge of the organization, objectives and content of the Soil & Water Conservation District program; good knowledge of organizations and publications interested in the needs of community conservation; strong interpersonal and verbal communication skills including the ability to communicate to people in a concise and clear manner; ability to write, evaluate and edit the content, structure, grammar and format of a range of written material; ability to establish and maintain good working relationships with members of the press, television, radio and other publicity media; ability to get along well with others; initiative and resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Valid NYS Drivers License; and either:

1. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in English, Journalism, Communications, Public Relations, Marketing or a related field and one (1) year of satisfactory experience in journalism, communications, public relations or marketing; or
2. Graduation from high school or possession of an equivalency diploma and three (3) years of experience as detailed in (1) above.