

CLASS SPECIFICATION FOR
Public Relations Coordinator

GENERAL STATEMENT OF DUTIES: Performs professional staff duties involving the collection, preparation, analysis and/or dissemination of public information to and for citizens, customers, the media and employees; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: The incumbent in this class is assigned professional staff duties in one or more functional or specialized areas of the County's central public information office, including public information and media relations or research, evaluation and planning. The incumbent demonstrates proficiency in handling all phases of a public relations campaign, the communication of a new service, program or policy or the conduct and application of evaluative studies or surveys. The incumbent works independently on assigned projects and receives general supervision and administrative direction from the Assistant Director or Director of Public Relations and Media Services.

EXAMPLES OF WORK (illustrative only):

- Researches, writes and edits publications for distribution to citizens, the media or employees;
- Supervises the design, production and distribution of various County publications;
- Consults with other County agencies on the media they design and disseminate, offering ideas, improvements, editing and critiquing;
- Writes news releases, public service announcements, media notifications and other materials;
- Notifies news media of County meetings and special events;
- Writes speeches and prepares presentations and talks for County officials;
- Plans and carries through to completion various County events, such as dedications and groundbreakings;
- Works with other County employees in securing information for various publications;
- Photographs special County events, groundbreakings, news conferences, dedications and grand openings;
- Coordinates the preparation of the County's annual report;
- Develops and maintains a system to track production of printed and audio-visual communication projects;
- Helps in long-range planning and devising of strategies to promote Henrico County services and resources;
- Performs research as assigned and prepares written reports;
- Develops an evaluation plan based on consultation with appropriate personnel regarding purpose and type of evaluation needed;
- Designs and develops survey questionnaires to elicit factual and perceptual data from targeted sources;
- Maintains agency policy and procedures manual, revising and distributing changes as needed;
- Determines appropriate survey recipient groups and oversees survey distribution and collection process;
- Conducts special projects as requested;
- Performs related work as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Considerable knowledge of writing, editing, graphic arts and printing techniques required to prepare a variety of brochures, publications and presentations; considerable knowledge of English grammar and composition; good knowledge of photography; thorough familiarity with and skill in the use of a personal computer and software relevant to area of assignment; ability to present ideas concisely and effectively, both orally and in writing; excellent customer service skills; ability to establish and maintain effective working relationships with other employees and government officials, the news media and the public; proven public speaking skills; ability to work with a high degree of independence and to meet deadlines; good organizational skills; good judgment.

MINIMUM EDUCATION AND EXPERIENCE: Possession of a bachelor's degree in mass communications, journalism or another field relevant to the area of assignment and two (2) years of related responsible work experience; OR, any equivalent combination of experience and training which provides the required knowledge, skills and abilities.