

COMMUNICATIONS MANAGER (SOUTHERN TIER 8)

DISTINGUISHING FEATURES OF THE CLASS: The work involves the coordination of external and partner communications representing the Southern Tier 8 Regional Board's multiple programs and platforms. The incumbent will serve as the liaison between the internal team and additional teams (consultants, creative marketing teams) to establish expectations as well as monitoring project timelines, workloads, review and manage daily workload status toward completion of project deliverables, support the team in various administrative activities by building project schedules, forecasting hours for promotion and education projects, coordinating with different teams to ensure that communication projects start and finish on time. Work is carried out in accordance with procedures prescribed by federal and state regulations and with the assistance of federal and state funds. Work is performed under the general supervision of the Executive Director with leeway allowed for the exercise of independent judgment in carrying out details of the work. Supervision over the work of others is not a responsibility of employees in this class. Performs related duties as required.

TYPICAL WORK ACTIVITIES:

Maintains the organizational websites and virtual platforms with content and the assistance of the external creative teams;
Works with design team to develop messaging for targeted audiences;
Serves as the brand ambassador in community events by managing events, handling the press, and attending partners events;
Manages projects with internal team, partners and design teams to ensure timelines are completed on time, budgets are accommodated, and performance measures are charted;
Works with partner agencies to utilize websites and networking platforms for community and economic development;
Organizes public events and educational programs, both live and virtual;
Designs outreach and communication plan for organizational programs;
Works with internal staff and design teams to promote organizational work with project development, funding opportunities, project milestones, and public investment;
Evaluates, recommends, and implements opportunities to improve internal tools and processes;
Coordinates and schedules meetings;
Takes notes in meetings, prepares, and distributes information.

COMMUNICATIONS MANAGER (SOUTHERN TIER 8) -cont'd
FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of media platforms and suitable media outlets;
Thorough knowledge of principles and practices of public relations;
Good knowledge of the programs, policies and procedures of the agency;
Ability to interpret and analyze complex written and verbal information;
Ability to communicate effectively both orally and in writing;
Ability to express oneself clearly and concisely;
Detail orientated;
Resourcefulness;
Good judgment;
Initiative.

MINIMUM QUALIFICATIONS:

A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in marketing, communications, English, public relations, journalism or closely related field; OR

B) Graduation from a regionally accredited or New York State registered college or university with a Associate's degree in marketing, communications, English, public relations, journalism or closely related field and two (2) years of communications administration experience or administration experience in planning or in organizing, implementing, evaluating and administering a community development program.

C) An equivalent combination of training and experience as defined by the limits of A), B) and (C).

NOTE: Education beyond the Associate's degree can be substituted for experience on a year-for-year basis.