

PUBLIC RELATIONS OFFICER

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves responsibility for planning a promotional and public relations program for a hospital and disseminating information on events, programs, facilities and availability of treatments. This is creative work requiring imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under the general supervision of the Hospital Administrator with wide leeway allowed in carrying out the details of the work. Does related work as required.

**TYPICAL WORK ACTIVITIES:**

- Plans, develops and coordinates a public relations program for the Hospital;
- Establishes and maintains communication between the Hospital and its various publics on availability of services and programs, comments and inquiries on Hospital policies, procedures and availability of treatments and on Hospital's goals, mission and philosophy;
- Establishes and maintains communications with various community groups involved with the Hospital such as providers of services, users of Hospital services and employees of the Hospital;
- Acts as Hospital spokesperson to the community through the public media such as community groups, newspapers, radio and television representatives;
- Analyzes public opinions concerning the facility and keeps administrator and department heads informed on current developments and recommends public relations programs;
- Coordinates all public relations activities to maintain effective and positive understanding in dealing with the public relations issues affecting the Hospital's administration.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:**

Thorough knowledge of publicity and public relations principles and methods; thorough knowledge of a Hospital's facilities, treatment and programs; good knowledge of methods and procedures of producing, publishing and distributing printed public relations and informational materials; ability to produce and present promotional information on radio and television; ability to prepare interesting talks and articles; ability to establish and maintain friendly relations with representatives of various news and communication media; ability to get along well with others; initiative and resourcefulness; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:** Either -

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and one year of journalistic, promotional or public relations experience; or
- (b) Graduation from a regionally accredited or New York State registered college or university with an associate degree in journalism or public relations and three years of journalistic, promotional or public relations experience; or
- (c) Five years of journalistic, promotional or public relations experience; or
- (d) An equivalent combination of training and experience as defined by the limits of (a) through (c) above.