HERKIMER COUNTY

HERKIMER COUNTY PUBLICITY DIRECTOR

GENERAL STATEMENT OF DUTIES: Has charge of the promotion and publicity work of Herkimer County; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: This is creative work involving responsibility for the planning of the promotional and public relations activities within Herkimer County. The work requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under general administrative direction of the Herkimer County Legislators.

EXAMPLES OF WORK: (Illustrative only)

- Prepares booklets, pamphlets, leaflets, lectures, special reports, and other promotional literature;
- Manages the tourist information center;
- Plans and prepares visual methods of promoting Herkimer County and its attractions through exhibits, posters, slides, and motion pictures;
- Plans and supervises the distribution of printed material, films and other educational materials;
- Writes and edits special promotional pieces and bulletins;
- Contacts editors, radio program directors, publicity and advertising directors, civil organizations, and others in furthering the promotional and public relations activities of Herkimer County;
- Maintains friendly and cooperative relations with representatives of the press, radio, and other publicity media.

REQUIRED KNOWLEDGES, SKILLS AND ABILITIES: Thorough knowledge of publicity principles and methods; good knowledge of the geographical attractions and activities of the county; general knowledge of the organizations, publications and other groups interested in the facilities and activities of Herkimer County; ability to prepare interesting talks and articles and to address an audience effectively; ability to establish and maintain friendly relations with representatives of the press, radio, motion pictures, and others engaged in publicity work; ability to get along well with others; ability to plan and supervise the work of others; ability to handle correspondence; initiative; resourcefulness; tact; courtesy; good judgment.

ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from high school and four years of experience as a newspaper reporter or in promotional or public relations work; or any equivalent combination of training and experience.