

Jurisdictional Class: Competitive; Non-Competitive when Part Time in CVES  
Adopted: July 15, 1997  
Revised: May 3, 2010

**COMMUNICATIONS SPECIALIST (CVES)**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves the consultation with component district and staff to gain public support for programs and dissemination of information relative to activities concerning Champlain Valley Educational Services Program. This position involves responsibility for planning and carrying out promotional and informational functions concerning specialized programs to build a strong working relationship with the media and member districts. This position requires imagination and a demonstrated flair for writing and visual presentation of informational materials. The work is performed under the general direction of the Director of Instructional Services with considerable leeway allowed for the use of independent judgment in carrying out the details of the work. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

Assists in the creation of written and graphic publications specifically appropriate for component district needs and Champlain Valley Education Services for such documents as newsletters, promotional brochures, annual budget literature, capital project literature, visual displays, etc;  
Develops format and prepares layout to guide printers in the publication of a variety of material for information to be disbursed to the general public and/or special interest groups;  
Gathers information from a variety of sources to provide informational brochures which are useful and provide direction and information to various groups;  
Provides support for component district development of a communication plan;  
Coordinates and directs the development of annual program and service guide;  
Coordinates and directs the development of a newsletter;  
Supports training staff in the development of presentation materials;  
Develops and maintains a library of video recordings and photographs of component district and Champlain Valley Education Services activities.

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

Good knowledge of the principles, terminology, and techniques of publicity, promotion, and journalism;  
Working knowledge of the organizational structure of the various educational facilities on the secondary level;  
Working knowledge of basic concepts and terms used in printing and reproduction related to the area of photography and publication layout and design;  
Working knowledge of methods and procedures of producing, publishing, and distributing printed informational material;  
Working knowledge of publicity and promotion techniques;  
Ability to develop and maintain good working relationships with the media;  
Ability to relate well with school administrators, teachers, and other school district personnel;  
Ability to work well with fellow employees, company representatives, and related individuals.

## Communications Specialist

### **MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in media technology, journalism, communications, public affairs, public relations, or closely related field and two (2) years of experience in public relations, advertising, community relations, publicity, public information or journalism; or
- (b) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in media technology, journalism, communications, public affairs, public relations, or closely related field and four (4) years of experience in public relations, advertising, community relations, publicity, public information or journalism; or
- (c) An equivalent combination of training and experience as outlined by the limits of (a) and (b) above.