

MARKETING, BRAND & COMMUNICATION COORDINATOR
(Board of Cooperative Education Services)

DISTINGUISHING FEATURES OF THE CLASS: The work involves tasks related to corporate branding, communication and public image strategy of the Board of Cooperative Education Services (BOCES) and component school districts and/or regional partners. The position is responsible for inter-agency linkages to facilitate networking, data collection, report writing, and analysis relating to branding strategies and/or grant applications. Duties are performed independently under the general supervision of the Director of Technology. Supervision is exercised over subordinate employees engaged in related work. A Marketing, Brand & Communication Coordinator (BOCES) does related work as required.

TYPICAL WORK ACTIVITIES:

- Identify, develop, implement and coordinate marketing/branding plan/strategies to support BOCES activities;
- Develop strategic communication plan for BOCES;
- Coordinates all BOCES social media platforms;
- Execute special promotional campaigns, programs and services to BOCES customers;
- Assist Human Resources in the execution of special recruitment campaigns;
- Develop and distribute internal/external communications for BOCES and/or component districts;
- Coordinate with various Administrators to identify current trends and develop plan to promote BOCES as a regional leader;
- Act as liaison between BOCES and/or component districts and media outlets during crisis management;
- Assist and support BOCES and/or component districts with grant writing narratives and management;

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS: Thorough knowledge of modern principles and practices of public relations; thorough knowledge of modern principles and practices of branding; thorough knowledge of modern principles and practices of marketing; ability to plan, coordinate, and supervise a wide variety of promotional activities; ability to present information to the public; ability to organize and supervise the work of others; ability to prepare complex written and oral reports clearly and concisely; ingenuity and resourcefulness in solving administrative problems; determined interest in maintaining a high standard of professional ethics; superior judgement.

MINIMUM QUALIFICATIONS: Either:

A) Possession of a Master's in Business Administration, Journalism, Marketing or Public Administration and one (1) year of experience in public administration, journalism, marketing or business administration;

OR

B) Possession of a Bachelor's Degree in Business Administration, Journalism, Marketing or Public Administration and two (2) years of experience in public administration, journalism, marketing or business administration;

OR

C) Possession of an associate degree in Business Administration, Journalism, Marketing or Public Administration and four (4) years of experience in public administration, journalism, marketing or business administration.

OR

D) An equivalent combination of training and experience as indicated in (A), (B), or (C).

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the New York State Civil Service website. You must pay the required evaluation fee.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS / BOCES:

Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.

CATTARAUGUS COUNTY CIVIL SERVICE

Adopted: 5/29/2015

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Competitive