

**PUBLIC INFORMATION OFFICER**  
(Albany Public Library)

**DISTINGUISHING FEATURES OF THE CLASS:** Under general supervision of the Executive Director, the incumbent is responsible for organizing and implementing the Library's marketing, media relations, creative services, internal and external communication, and public information activities. Work is performed in accordance with prescribed policy with leeway allowed for the exercise of independent judgment and initiative. Supervision may be exercised over the work of subordinate employees.

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

- Coordinates marketing, promotion, media relations, public information, creative services, publications, internal and external communication, and social media for the Library;
- Develops effective working relations between the Library, organization partners, and the community;
- Manages publicity for library events, programs, and initiatives through various promotional activities and materials;
- Personally handles the traditional public relations duties, which include direct communication to targeted and general audiences, media relations, and public information;
- Oversees the creation and production of print and virtual publications, and online and virtual content;
- Implements and interprets policies and procedures developed by higher-level personnel;
- Assists in developing, recommending and coordinating the implementation of new procedures;
- Responds to the public, Library staff, and news media requests for information;
- May assist in producing public remarks, presentations, and other materials for higher-level personnel;
- Coordinates marketing and public events, such as press conferences and initiative launches, and works with leadership staff to produce large-scale public events;
- Supervises subordinate employees;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

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

- Thorough knowledge of marketing and communication to develop strategies and campaigns promoting the library and all that it provides;
- Good knowledge of library administration practices, as well as library programs,

- policies, and procedures;
- Good knowledge of the current news landscape to facilitate earned media;
- Ability to produce and manage public relations efforts through a variety of methods;
- Ability to express ideas clearly and effectively, both orally and in writing, for general and targeted audiences;
- Ability to utilize the principles and practices of effective and persuasive communication;
- Ability to work with community partners to garner support for various programs or policies;
- Ability to establish and maintain effective working relationships with employees, various representatives of public or private entities, policy-making bodies, and the public;
- Ability to carry out library policies;
- Ability to train and supervise library staff;
- Ability to plan and coordinate the work of others;
- Ability to evaluate situations and recommend remedial actions if necessary;
- Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

- A. Graduation from a regionally accredited or NYS registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in Journalism, English, Public Relations, Marketing or a related field and five (5) years of full time paid experience in marketing, communications, or public relations with proficiency in information campaigns, writing, content creation, and graphic design; OR
- B. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in Communications, Liberal Arts, Marketing or a related field and seven (7) years of full time paid experience in information campaigns, writing, content creation, and graphic design; OR
- C. Any equivalent combination of training and experience as defined by the limits of (a) and (b) above.