

County of Saratoga, New York



SARATOGA COUNTY
DEPARTMENT OF HUMAN RESOURCES
Scot Chamberlain, Director
40 McMaster Street, Ballston Spa NY 12020
www.saratogacountyny.gov
(518) 885-2225

Thank you for your interest in employment with one of the fastest growing, most unique and popular counties in Upstate New York. We are proud to be frequently recognized for a high standard of living and quality of life.

CAREER OPPORTUNITY

“PUBLIC INFORMATION SPECIALIST”

SARATOGA COUNTY OFFICE OF THE COUNTY ADMINISTRATOR

SALARY: \$55,167 * Plus Excellent Benefits, Retirement Package & Compensation Plan*****

Distinguishing Features of this opportunity are...

The incumbent will be responsible for the management of social media channels for the County of Saratoga, including creating content, developing messaging, ensuring best practices, and maintaining platforms. The incumbent will also assist with traditional public relations and communications activities as necessary. As necessary for special projects, some travel and/or extended work hours may be required. Work is performed under direct supervision of the Director of Public Relations. Supervision is not a requirement of the position. Performs related work as required.

Typical illustrative* work activities will include, but are not limited to...

- Responsible for the planning, development, implementation, execution, and monitoring of digital media campaigns for Saratoga County;
- Works directly with department representatives to format and establish social media content in a timely manner;
- Identifies appropriate social media platforms and new content opportunities;
- Under direction of the Director of Public Relations, assists in the planning, development, and production of a wide-range of public relations and communications materials including but not limited to press releases, statements, talking points, newsletter articles, presentations, fact sheets, social media content, web content, etc.;
- Assists in daily media monitoring and news clips distribution;
- Participates in special projects as necessary;
- Prepares a variety of records and reports.
- Performs additional related duties as needed.

**Typical Work Activities are intended only as illustrations of possible types of work that might be appropriately assigned to an incumbent of this title. Work activities that do not appear are not excluded as appropriate work assignments, as long as they can be reasonably understood to be within the logical limits of the job.*



Public Information Specialist – P2

Required performance, knowledge, skills, and abilities are...

Thorough knowledge of best practices for social media platforms (i.e. Facebook, Twitter, LinkedIn, etc.); Thorough knowledge and experience with social media management tools (i.e. Buffer, Hootsuite, Sprout Social, etc.); Good knowledge and demonstrated interest in matters of policy and local municipal government; Excellent oral and written communication skills with the ability to create content using presentations, publications, interviews with subject matter experts and other resources; Strong proofreading skills and attention to detail with the ability to edit for consistency, facts, format, grammar, punctuation and spelling; Excellent organizational skills and ability to multi task under time constraints; Proficiency in Microsoft Suite and demonstrated skill in Adobe Creative Suite applications (i.e. InDesign, Illustrator and Photoshop); Ability to establish and maintain cohesive working relationships with all levels of administration, personnel and the public; Proficient knowledge of principles, practices and techniques of public relations; good knowledge of general office terminology, procedures and equipment including but not limited to related computer software and hardware; ability to carry out complex oral and written directions; physical condition commensurate with the demands of the position.

Minimum Qualifications for this position are, at least...

Possession of a Bachelor's Degree in Public Relations, Communications, or a closely related field, and two (2) years of hands on experience involving public information, public relations, and social media management/relations, preferably in a municipal setting.

Qualified candidates may submit their application and resume, by mail or in person as follows:

ATTN: Personnel Officer – Civil Service Division
Saratoga County Human Resources Department
40 McMaster Street
Ballston Spa, New York 12020

Applications will continue to be accepted until the vacancy has been filled

Applications are available in the Human Resources Office or on our website, www.saratogacountyny.gov. **Resume MAY NOT be substituted for Application.** No Fax Submissions

*****This position will be filled on a “provisional” basis, pending the results of a civil service exam to be scheduled at a later date.*****

If you require reasonable accommodation in completing this application, interviewing, completing any pre-employment testing, or otherwise participating in the employee selection process, please direct your inquires to the Human Resources Office. Saratoga County is an equal opportunity employer.

We are committed to fostering an inclusive environment where diversity is valued and recognized as a source of strength and enrichment. We seek to attract talented people from a diverse range of backgrounds and cultures, and encourage women, people of color, LGBTQ individuals, those with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.