

## **PUBLIC INFORMATION OFFICER (SRAA)**

**04095**

**(Competitive)**

### **DISTINGUISHING FEATURES OF THE CLASS**

The work involves responsibility for serving as the public spokesperson for the Syracuse Regional Airport Authority (SRAA) through the communication of its philosophy, goals, programs, and objectives by the release of information via press releases, media information meetings/events. The employee may be required to research and write materials for release. The job activities will relate to aviation matters in the representation of specific industry concerns and airport business. Emphasis lies in the preparation of newsletters, websites, advertisements and printed material which will be effective in both promoting, publicizing and clarifying the goals, initiatives, and functions of the Syracuse Hancock International Airport. An incumbent evaluates or assists in the evaluation of information materials and projects to determine effectiveness and clarity of same and whether these materials meet the informational needs of the public. Does related work as required.

### **TYPICAL WORK ACTIVITIES**

Designs and implements public information program;  
Coordinates and maintains direct contact with elected officials regarding the SRAAs activities.  
Researches and writes news releases, brochures, newsletters and narrative reports describing the SRAAs activities and objectives;  
Collects, assembles and compiles information on departmental activities;  
Assists assigned governmental units in planning special publicity programs;  
Compiles and maintains mailing lists for distribution of agency or department activities;  
Prepares exhibits and other public displays for presentations;  
Assists officials and staff in editing articles, speeches and correspondence.

### **FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

Thorough knowledge of all media used in public relations, their characteristics and applicability;  
Thorough knowledge of the principles and practices of effective written communications;  
Good knowledge of the goals of aviation professional associations and advocacy groups  
Good knowledge of aviation issues and specific related business:  
Good knowledge of proper English usage, spelling and punctuation;  
Working knowledge of the commercial aviation industry  
Working knowledge of the SRAA, its objectives, and its operations as they relate to activities of this position.  
Skill in writing various forms of informational material;  
Ability to speak to various groups;  
Ability to prepare and deliver news and feature material;  
Ability to plan and prepare exhibits;  
Ability to communicate effectively both orally and in writing;  
Tact, initiative, resourcefulness, imagination and good judgment;  
Physical condition commensurate with the demands of the position.

### **MINIMUM QUALIFICATIONS**

- A. Graduation from a regionally accredited or New York State registered College or University with baccalaureate degree and two (2) years of professional level work experience or its part-time equivalent, in public relations, marketing or communications at least one (1) year of which must have been in a commercial airport; or,
- B. Graduation from a regionally accredited or New York State registered College or University with Associates degree and four (4) years of professional level work experience or its part-time equivalent, in public relations, marketing or communications at least one (1) year of which must have been in a commercial airport; or,
- C. Six (6) years of paraprofessional or professional level work experience, or its part-time equivalent in public relations, marketing or communications, one (1) year of which must have been professional level work in a commercial airport; or,

NOTE: Successful completion of graduate semester credit hours in public relations, marketing or communications from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees may be substituted for any non-airport related work experience as follows: Thirty (30) graduate semester hours is equivalent to one (1) year of work experience; sixty (60) graduate semester hours is equivalent to (2) years of work experience.