

Public Information Assistant – Communications Department

Under the direction of the Communications Director, you will help promote the library system and all it has to offer through a variety of channels, including but not limited to, social media, local television, area newspapers and other advertising venues. You will be an integral part of a dynamic team that serves central and branch libraries by providing communications and graphics work as needed. In addition, you will work collaboratively across all departments to ensure strong, positive messaging is shared, playing a key role in the success of the organization as a whole.

TYPICAL WORK ACTIVITIES:

- Prepares news releases, newsletters, and copy for other publications.
- Produces and participates in the distribution of various types of multi-media material.
- Collaborates with staff and creative team to prepare or review digital content for website and social channel including articles, email content, video and images to engage the target audience and present the agency in a positive and appropriate manner.
- Uses social media and digital platforms to amplify the branding and message of the organization to new and existing audiences, and engages with online community.
- Monitors the website in a proactive manner to ensure that information is accurate, content is current and pages are free of errors.
- Reviews and edits media material prepared by staff before release to the public.
- Writes, edits and reviews drafts and final copies of speeches, presentations and other communications.
- Prepares and/gives oral presentations as needed.
- Responds verbally and in writing to requests for information from individuals and groups.

SKILLS AND ABILITIES:

- Good knowledge of the principles and practices of public relations.
- Good knowledge of the techniques and practices of verbal and written communications.
- Good knowledge of writing style, vocabulary, spelling and grammar.
- Good knowledge of newsletter design.
- Working knowledge of media relations and practices (TV, radio and print media).
- Working knowledge of computer applications for office operations, including word processing and spreadsheets.
- Working knowledge of graphic design, video editing, and web development applications.
- Working knowledge of online mediums and social networks.
- Working knowledge of the functions, goals, and programs of the agency.
- Ability to research and verify information.
- Ability to communicate effectively, both orally and in writing.
- Ability to develop and maintain working relationships with all staff, media personnel, government agencies, community groups and community organizations.
- Ability to proofread written and graphic materials and edit the written work of others.
- Ability to engage with online community on behalf of a brand.

- Ability to carry out assignments independently.
- Ability to use good judgment.
- Tact and courtesy in dealing with staff and public.

QUALIFICATIONS

- A. Graduation from a regionally accredited college or university or one accredited by the New State Board of Regents to grant degrees with a Bachelor's Degree, and one (1) year of professional level work experience, or its part time equivalent in marketing, journalism or communications; or,
- B. Five (5) years of paraprofessional or professional level work experience, or its part time equivalent, two (2) years of which must have been professional level work experience in marketing, journalism or communications; or,
- C. An equivalent combination of training and experience as defined by the limits of (A) and (B).

NOTE: Successful completion of graduate semester credit hours in marketing, journalism or communications or a closely related field from a regionally accredited or New York State registered college or university may be substituted for work experience as follows: Thirty (30) graduate semester hours is equivalent to one (1) year of work experience; Sixty (60) graduate semester credit hours is equivalent to two years of work experience

Salary: \$53,998/year

Pursuant to the Civil Service Rules for provisional appointments, you will be required to take the next Civil Service exam for Public Information Assistant, pass and be reachable for permanent appointment.

To Apply: Please fill out the Onondaga County Application for Open Competitive Examination on the Employment page of our website (please note there is no fee required at this time). Return the application along with cover letter and resume to the Central Library or email it to Tom Walters, Public Information Officer, at Twalters@onlib.org by **August 31, 2026**.

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Central Library located at 447 South Salina Street, Syracuse, NY 13202-2494

Phone 315-435-1900 Fax 315-435-8533 www.onlib.org

Amanda Perrine, Executive Director

Beauchamp Branch * Betts Branch * Hazard Branch * Mundy Branch Paine Branch * Petit Branch * Soule Branch * White Branch