OSWEGO COUNTY
PUBLIC INFORMATION SPECIALIST

The Oswego County Health Department has an immediate opening for a Public Information Specialist who manages public communications, developing promotional materials, and ensuring the accurate and consistent dissemination of information that reflects the department's mission and public health priorities. The incumbent plays a key role in shaping the department's public image through strategic messaging across various platforms. Core responsibilities include writing press releases and website content, managing both the department's website and social media presence, leading the department's website committee, assisting with special events, and developing marketing plans to help increase participation in department classes and events. A central focus of the role is the creation and distribution of materials that support consistent messaging around public health and emergency preparedness. These materials may include data visualizations, news releases, social media posts, brochures, posters, infographics, and flyers. The position requires expertise in public relations and graphic design and involves close collaboration with subject matter experts across the department.

Qualifications: Possession of a bachelor's degree in communications, public relations, public information, journalism, or a field related to public information*; **OR** Possession of a bachelor's degree and one year of journalistic, promotional or public relations experience which shall have included copy writing or news writing for radio, TV, newspapers, publications, advertising agencies or writing primarily and directly for the media. *To be qualifying education in "a field related to public information", the degree must have included courses in journalism, advertising, communications, radio, TV or courses designed to prepare the student to work in the media field. A major in English will not be considered as meeting this educational requirement.

SPECIAL REQUIREMENTS: Possession of a valid New York State driver's license appropriate to the vehicles operated or otherwise demonstrate their ability to meet the transportation needs of the position. Participation in Public Health emergency preparedness drills and responses may be required. Select immunizations may be required at time of appointment or at any time throughout the course of employment according to New York State Department of Health or other oversight agency requirements.

This title has been approved to be filled without the need to take an exam for a limited period through the HELP Program. Candidates appointed permanently to this title will NOT need to take an exam and will remain in their position even when the HELP program ends.

Pay Rate: $24.53 per hour plus competitive benefit package including: health, life, dental and vision insurance; NYS Retirement; and Public Service Loan Forgiveness Program.

To Apply: Review of applications will begin immediately and continue until the position is filled. Please visit our website to complete an online application or submit a paper application to the address below.

Oswego County Human Resources Department
46 East Bridge Street
Oswego, New York 13126
(315) 349-8209 Fax: (315) 349-8254
Email: humanresources@oswegocountyny.gov
Web: www.oswegocountyny.gov/humanresources

AA/EEO EMPLOYER