

DIRECTOR OF PUBLIC RELATIONS (LPC)

General Statement of Duties and Responsibilities

This is a management class of positions. All personnel perform related work.

Under executive direction, with very wide latitude for the exercise of independent initiative and judgment, plans public relations strategy and directs communications, public relations, and intergovernmental relations work of the Landmarks Preservation Commission. Acts as an advisor to the agency head.

Examples of Typical Tasks

Serves as a liaison between the Landmarks Preservation Commission, elected officials, the City Council, Community Boards, other city agencies, community, and advocacy groups and government organizations involved in planning and preservation of Landmarks.

Represents the agency at City Council Designation, Land Use, and Budget Hearings, conveying the Commission's goals and initiatives.

Oversees communications of agency initiatives and mission to all constituencies, cultivating and building relationships with other governmental bodies and officials, serving as primary point of contact for all intergovernmental communications. Develops, plans and implements agency relationship initiatives.

Directs the work of professional and support staff, setting goals, objectives and priorities, allocating resources, overseeing and developing presentations to public, community, and governmental organizations.

DIRECTOR OF PUBLIC RELATIONS (LPC) (continued)

Examples of Typical Tasks (continued)

Directs and coordinates receipt of and response to testimony, requests, and inquiries from private individuals, community and neighborhood groups and other civic groups involved in the LPC process.

Qualification Requirements

1. A baccalaureate degree from an accredited college and 4 years of satisfactory full-time professional experience in public relations, advertising, journalism, law, lobbying, political science, urban affairs, or a related field, at least one year must have been in a responsible managerial or supervisory capacity; or
2. Education and/or experience equivalent to "1" above.

Direct Lines of Promotion

None. This class of positions is classified in the Non-Competitive Class.