



NIAGARA COUNTY  
CIVIL SERVICE  
111 Main Street – G2  
Lockport, New York 14094

Malcolm A Needler  
Personnel Officer  
(716) 438-4071

## PUBLIC RELATIONS ASSISTANT

### No 64-034 Examination Open to the Public

Salary Range: \$27.19 - \$36.61

The examination will be held to establish an eligible list used to fill one (1) current vacancy and any other appropriate vacancies at Niagara County Community College that may occur during the life of the list. **The list established from this exam will supersede any existing list for this title.**

**RESIDENCE REQUIREMENTS:** Candidates must have been legal residents of Niagara County for at least one (1) month immediately preceding the date of the written examination and such residency must continue until the time of appointment. **Preference in appointment may be given to successful candidates who have been residents of the municipality in which the appointment is made. Non-residents may be required to become a resident of the appointing municipality if local law so states.**

**MINIMUM QUALIFICATIONS:** Candidates must meet the following on or before the date of the written exam. **If you do not meet these qualifications, your application will be disapproved and your filing fee will not be refunded.**

1. Graduation with a Bachelor's Degree in media arts, graphic design, communications, marketing, or a related field and two (2) years of paid experience using graphic design software, or as a professional photographer, or in a paid marketing position that included purchasing, printing, advertising, or related services; **OR**
2. Graduation with an Associate's Degree in media arts, graphic design, communications, marketing, or a related field and four (4) years of paid experience using graphic design software, or as a professional photographer, or in a paid marketing position that included purchasing, printing, advertising, or related services.

**NOTE:**

1. Degrees must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.
2. Verifiable part-time experience will be pro-rated.

**DUTIES:** This position involves responsibility for performing public relations activities in order to develop public interest and understanding of Niagara County Community College, its programs, and policies. This is a position with college-wide responsibility and plays a significant role in shaping the image of the entire College, including but not limited to: Admissions, Niagara Falls Culinary Institute, Workforce Development Office, Student Life, Small Business Development Center, Student Development, NCCC Foundation and all academic divisions of the College. This position supports the College brand and marketing by managing, creating, and sustaining dynamic and appropriate communications including print materials, print and digital designs for advertisements, videos for marketing and academic purposes, and graphic elements for the college's website. General direction is received from the Director of Public Relations. Does related work as required.

**NOTICE TO CANDIDATES:** The use of calculators is **ALLOWED**. Unless otherwise notified, candidates are permitted to use quiet, hand-held, solar or battery powered calculators. Devices with typewriter keyboard such as computers, spell checkers, personal digital assistants, address books, language translators, dictionaries or any similar devices are prohibited. **Cell phones and smart watches are prohibited.**

**BACKGROUND INVESTIGATION:** Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification.

**DRUG SCREENING:** Applicants may be required to undergo a drug-screening test to determine suitability for appointment in accordance with local policies. Applicants who test positive may be restricted from future certification.

**APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY OR POSTMARKED BY THE FILING DEADLINE. YOUR APPLICATION WILL BE DISAPPROVED IF PAYMENT IS NOT RECEIVED BY THE FILING DEADLINE.**

FILING DEADLINE

**SEPTEMBER 25, 2023**

A non-refundable \$15.00 application fee is required.  
Apply and pay online or submit a check or money order  
payable to: **Niagara County Civil Service**

ANNOUNCEMENT ISSUED: July 28, 2023

EXAMINATION DATE

**NOVEMBER 4, 2023**

**FEE WAIVERS:** Waivers for the filing fee must be completed in full and submitted with required documentation or your application will be disapproved.

**SUBJECT OF EXAMINATION:** There will be a written test which you must pass in order to be considered for appointment. The written test will be designed to test for knowledge, skills, and/or abilities in such areas as:

1. **Educating and interacting with the public:** These questions test for knowledge of techniques used to interact effectively with individuals and/or community groups, to educate or inform them about topics of concern, to publicize or clarify agency programs or policies, to negotiate conflicts or resolve complaints, and to represent one's agency or program in a manner in keeping with good public relations practices. Questions may also cover interacting with others in cooperative efforts of public outreach or service.
2. **Grammar, usage, punctuation, and editing:** These questions test for the ability to generate, prepare, and edit written documents. Some questions test for a knowledge of grammar, usage, punctuation, and sentence structure. Others test for the ability to edit sentences to produce correct, clear, concise copy.
3. **Preparing public information materials:** These questions test for the ability to prepare basic informational materials electronically and in print, for the public and the media, including such products as correspondence, brochures, and news releases. Questions may cover such topics as selecting content to effectively communicate with the intended audience, making decisions regarding page readability of text, and using graphics, photographs, headlines, or captions to enhance a message.
4. **Preparing written material:** These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.
5. **Promoting and publicizing a program:** These questions test for knowledge of the principles and practices related to promoting and publicizing a program or service in order to attract customers, clients, or participants. Questions may cover such topics as researching and setting promotion objectives, appealing to various target audiences, and producing and distributing informational materials.

The New York State Department of Civil Service has not prepared a test guide for this examination. However, candidates may find information in the publication 'General Guide to Written Tests' helpful in preparing for this test. This publication is available on line at: <https://www.cs.ny.gov/testing/testguides.cfm>.

**CANDIDATES NOTE:** You are responsible for completing all sections of the official application. To receive credit for experience on a job, basic information such as address, name and title of supervisor, hours in the work week, final salary, and duties performed by you, must be shown. Be very specific in explaining experience that will qualify you for the position sought. Ambiguity and vagueness will not be resolved in your favor. **EACH SEPARATE SHEET ATTACHED TO THE APPLICATION MUST BE SIGNED.**

**MULTIPLE EXAMINATIONS SCHEDULED FOR THE SAME DAY:** If you have applied to take a written test announced by either one or several local jurisdictions (county, town, city) scheduled to be held on the same test date as this written test, you must notify each of the local jurisdictions no later than two weeks before the test date, so they can make arrangement for taking all tests at one test site. All examination for positions in State government will be held at a State Examination Center.

**COLLEGE ACCREDITATION:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies that provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**COLLEGE CREDITS MUST BE VERIFIED WITH AN OFFICIAL TRANSCRIPT.** If you have listed college or special courses on your application it will be necessary for you to submit an official transcript or special course certificate. **Documents can be submitted electronically or in hardcopy format but must be on official letterhead or stationary. If these documents are not on file prior to canvassing/certification for vacant positions, your name will not be canvassed/certified and your name will be removed from consideration for all appointments.**

This examination will be prepared and rated in accordance with Section 23(2) of the Civil Service Law. The provisions of the New York State Civil Service Law, Rules and Regulations dealing with preparation and rating of examinations, as well as establishment and certification of eligible lists for positions in the classified service will apply to this examination.

Please review [\*\*IMPORTANT EXAMINATION INFORMATION FOR CANDIDATES\*\*](#)

Niagara County Civil Service # 2023-86