

## **PR DIRECTOR / CONTENT CREATOR - /FREE LANCE, AS-NEEDED**

Under general direction, candidate is responsible for planning and conducting a public information program for Port Jefferson Village government to keep residents informed of the programs and services available to them.

**Primary duties:** Create original, news-oriented content for the Village of Port Jefferson municipal website, newsletter articles, press releases and social media master handles. Create compelling and well-crafted content that informs, engages, and resonates with the intended audience.

**Minimal Qualifications:** (a) Graduation from a New York State or Regionally accredited college or university with a Bachelor's Degree in Journalism, Advertising, Communications or Liberal Arts and six (6) years

of experience in newspaper, news broadcasting, magazine, marketing, managerial sales or public relations work which regularly involved writing or editing responsibilities; or,

(b) Graduation from a standard senior high school and ten (10) years of experience in newspaper, news broadcasting, magazine, or public relations work which regularly involved writing or editing responsibilities.

NOTE: Relevant additional education will be substituted for experience on a year-for-year basis.

### **Preferred Qualifications**

Thorough knowledge of the principles and techniques of communications, marketing and publicity; some knowledge of the programs and services offered by the Village; ability to communicate clearly and effectively both orally and in writing; ability to plan, organize, and direct communications campaigns; originality in developing the most effective approaches to the unique problems of a public service organization; demonstrated experience in successfully working with representatives of the media; ability to analyze facts and to exercise sound judgment in arriving at conclusions.

### **Duties:**

**Content Creation:** Generate original, accurate and well-crafted content that is tailored to the specific requirements of the project or platform. Write in a clear, concise, and engaging manner, using appropriate tone, style, and language.

**Research:** Conduct thorough research to report/gather relevant information and ensure accuracy. This involves utilizing credible sources, analyzing data, and staying updated with current trends and industry news.

**Editing and Proofreading:** Carefully review and revise content provided by other sources, checking for grammar, spelling, and punctuation errors. Ensure content flows smoothly and maintains consistency in tone, style, and formatting. Strive for error-free content before submission or publication.

**Content Strategy:** Develop content strategy, and editorial calendars. Identify target audiences, determine content goals, and create cascade effect for content distribution. Work with graphic designer to amplify content to engage target audiences.

**Adaptability:** open to feedback and able to incorporate changes and suggestions from clients, editors, and stakeholders.

**Typical Work Activities**

Prepares and distributes to varied media news items, speeches, articles and other publicity materials; Develops press releases and submits them to news reporters and other content platforms; develops audiovisual publicity devices, which provide information to the public; monitors and reports on public reaction to Village policies, services and activities.

**Hours:**

This is a freelance assignment, on an as-needed basis, with staggered hours based on events and other related activities. Availability to work some evenings and weekends is required.