



Our Future Starts
With *you!*

POSITION: Community Program Educator (HELPS)

DEPARTMENT: Parks and Recreation

SALARY RANGE: \$55,000-\$58,897

WORK LOCATION: Former College of Saint Rose EAC, 420 Western Ave, Albany, NY 12203

HOURS: 8:00A-4:00P; Some evenings/weekend as needed depending on program & event schedule

BENEFITS:

- ▶ Generous Paid Time-Off
- ▶ NYS Retirement System
- ▶ Work-Life Balance
- ▶ Health, Dental, Vision and Hearing
- ▶ Tuition Reimbursement
- ▶ Public Service Loan Forgiveness

DESCRIPTION:

This position is responsible for developing and driving business goals for the Department's communication strategy for increasing participation growth of the organization's services. Incumbent plans and implements a public outreach campaign to increase overall awareness of the Department's benefits to Albany County's residents and community. The incumbent designs, produces, and implements digital marketing and communications material for the promotion of Department programs and activities. Additionally, the incumbent manages sponsorships to enhance events, facilities, and programs. This position is also responsible for the content management of the Department's websites, social media accounts, digital marketing platforms, and the creation of email and/or digital marketing and communications campaigns, as well as the Department's Virtual Programming Unit. This position also assists in the production of quality photography and video content for Department use. Works under the general supervision of the Parks & Recreation Commissioner. Does related work as required.

MINIMUM QUALIFICATIONS: EITHER:

- A. Graduation from an accredited college or university with a Bachelor's degree in Public Relations, Marketing, Journalism, Graphic Design, Communications, Recreation Management, Business, or closely related field required; OR,
- B. Two (2) years of experience in marketing, promoting an agency and its associated programs.

SPECIAL REQUIREMENTS:

- Must possess or be able to obtain a First-Aid/CPR/AED certification within one hundred eighty (180) days of hire date;
- Must possess or be able to obtain a CPRP certification within one year of hire date;
- Must possess a valid NYS driver's license at the time of hire.

Please submit a resume and cover letter with this application.

POINT OF CONTACT FOR INQUIRIES:

recreation@albanycounty.gov

Candidates will not have to take an exam for this title. This is a Hiring Emergency Limited Placement (HELP) Program-designated title. The HELP Program is a temporary program designed to help local government employers address current staffing issues. Traditionally, the titles filled under the HELP Program required job candidates to compete in a competitive exam to be considered for employment. For the duration of the program, this title will be classified as non-competitive and categorized as a "HELP Program" position. At the close of the program, this position will revert to competitive class status. Employees occupying positions filled through the HELP Program will be granted competitive class status without the need to participate in a competitive exam.