

# OSWEGO COUNTY



**HUMAN RESOURCES DEPARTMENT**  
46 EAST BRIDGE STREET  
OSWEGO, NEW YORK 13126  
PHONE: (315) 349-8209 + FAX: (315) 349-8254  
oswegocounty.com/humanresources

## EXAMINATION ANNOUNCEMENT

### MARKETING AND DESIGN SPECIALIST

**EXAMINATION NUMBER:** 62057 (Open to the Public)  
**EXAMINATION DATE:** Saturday, October 28, 2017  
**LAST FILING DATE:** Wednesday, September 20, 2017 (Applications will **NOT** be accepted after this date)  
**EXAM FEE:** \$20.00 (CHECK OR MONEY ORDER ONLY) (FEE IS NON-REFUNDABLE)  
\$10.00 (Oswego County CSEA - CO-OP employees ONLY)

**SALARY RANGE:** \$41,808 to \$54,810 per year.

**JOB DESCRIPTION:** This professional position exists in the Oswego County Community Development, Tourism and Planning Department and is responsible for coordinating the development and distribution of social media marketing campaigns with an emphasis on graphic design and digital platforms. The position is responsible for a variety of strategic initiatives including website development/maintenance, social media, visual and user interface design, social media marketing program management, budget development and analytic reporting. The incumbent must possess artistic, as well as, technical skills and demonstrate an understanding of design, layout, and typography in addition to search engine optimization and marketing. Work is performed under the general direction of the Tourism and Public Information Coordinator with wide leeway for independent judgment. General supervision is exercised over the work of professional and support staff. The incumbent does related work as required which may include working outside of normal business hours at night or on weekends and periodic business travel.

**RESIDENCY REQUIREMENTS:** Candidates must be legal residents of Oswego County for a minimum of four (4) months immediately preceding the date of the exam.

#### **MINIMUM QUALIFICATIONS:**

Education, specialized background, training and experience.

- A. Graduation from a regionally accredited or NYS registered college or university with a bachelor's degree in marketing, media arts, graphic design or a related field and three (3) years of professional experience focused on creating and managing digital marketing campaigns and graphic design experience which shall have included Adobe InDesign, Photoshop and Illustrator, one (1) year of which must have been in a supervisory capacity in the field of digital marketing and graphic design; **OR**
- B. Graduation from a regionally accredited or NYS registered college or university with a bachelor's degree and four (4) years of professional experience focused on creating and managing digital marketing campaigns and graphic design experience which shall have included Adobe InDesign, Photoshop and Illustrator, one (1) year of which must have been in a supervisory capacity in the field of digital marketing and graphic design; **OR**
- C. An equivalent combination of training, education, and experience as defined by the limits of "A" and "B" above.

**SPECIAL REQUIREMENT:** Possession of a valid New York State driver's license appropriate to the vehicles operated.

**NOTE:** Unless otherwise noted, experience credited towards meeting the minimum qualifications must be paid work experience. Volunteer experience will only be credited if specified on the exam announcement.

**SCOPE OF THE WRITTEN EXAM:** A written test designed to evaluate knowledge, skills and/or abilities in the following areas:

**1. Overseeing community promotion, cultural or special events programs and facilities:** These questions test for the ability to plan, organize, and market programs and events. Questions may cover such topics as publicizing activities, supervising volunteers and other workers, and promoting visitor satisfaction and safety.

**2. Educating and interacting with the public:** These questions test for the ability to communicate with others in a manner consistent with good public relations practices. Questions will cover such concepts as interviewing or gathering information from others; participating in meetings or work groups; and presenting information to citizens, community organizations, staff and the media.

**3. Marketing:** These questions test for knowledge of principles and practices of marketing, particularly as related to promoting a product or service. Topics may include marketing and promoting various resources through specific programs, determining targeted groups of interest through research and data analysis, planning and implementing a marketing program, and measuring the effectiveness of the marketing effort.

**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.

**6. Supervision:** These questions test for knowledge of the principles and practices employed in planning, organizing, and controlling the activities of a work unit toward predetermined objectives. The concepts covered, usually in a situational question format, include such topics as assigning and reviewing work; evaluating performance; maintaining work standards; motivating and developing subordinates; implementing procedural change; increasing efficiency; and dealing with problems of absenteeism, morale, and discipline.

Use of a calculator is **ALLOWED** for this exam.

**NO TEST GUIDE AVAILABLE** – The New York State Department of Civil Service has not prepared a Test Guide for this examination. Test Guides published by the New York State Department of Civil Service are usually targeted to specific, entry-level titles. Test Guides are not provided for every examination. Candidates should focus their examination preparation upon the "Scope of the Written Exam" and other information listed on the examination announcement. Candidates may also find information contained in the publication "How to Take a Written Test" helpful in preparing for this examination.

The New York State Department of Civil Service is making a copy of this publication available on its Website at <http://www.cs.ny.gov/testing/localtestguides.cfm>. In addition, a copy of this publication is available upon

request from the Oswego County Human Resources Department or may be downloaded from the web at <http://www.cs.ny.gov/pio/publications/howtotakeawrittentest.pdf>.

**PUBLIC SERVICE LOAN FORGIVENESS:** College graduates with student loans may be eligible to have part of their loan paid for after being employed in a full-time position at Oswego County. Additional information is available at <https://studentaid.ed.gov/sa/sites/default/files/public-service-loan-forgiveness.pdf>.

**EXAM FEES:** A non-refundable fee of \$20.00/\$10.00 is required for each separate examination for which you apply. The required fee must accompany your application. Please refer to the "Application for Exam or Employment" for information about fee waiver. Write the name of the exam(s) on your check or money order **payable to Oswego County** and submit the check or money order with your application. **Cash will not be accepted.** A \$20.00 charge will be imposed on checks returned for insufficient funds. You are urged to compare your qualifications carefully with the requirements for admission and file only for those examinations for which you are clearly qualified. No refunds will be made to applicants who are disqualified, fail to appear, or if application is received after the last file date.

**MULTIPLE EXAMS SCHEDULED FOR THE SAME DAY (CROSS-FILING):**

- If you have applied to take exam(s) announced by another jurisdiction (county, city, state) scheduled on the same day as this exam, you must make arrangements (no later than two weeks before the date of the exam) to take all exams at one test site.
- If you have applied for both State and Local (county/city) government examinations, you must take all your examinations at the State examination center. You must notify the local government civil service agencies with whom you have filed an application of your intent to take both a State and Local exam on the same day. You will be advised by letter when and where to report for your examinations. You must bring all admission letters for all exams with you to the State site.
- If you have applied for multiple Local exams you must notify all local government civil service agencies with whom you have filed an application of the test site at which you wish to take your examination. For Oswego County examinations complete a "[Cross Filer Notification](http://www.oswegocounty.com/humanresources/forms.html)" form, available at the Oswego County Human Resources Department or online at <http://www.oswegocounty.com/humanresources/forms.html>, and send to Oswego County Human Resources Department, 46 East Bridge Street, Oswego, NY 13126 or FAX to (315) 349-8254 or call (315) 349-8209. **If you are taking multiple exams on the same date with the Oswego County Human Resources Department only, you do not have to file a cross filer form.**

**APPLICATION DEADLINE POLICY:** Application/exam fee must be submitted to the Oswego County Human Resources Department before the close of business at 5:00 p.m. on the last file date listed on the Examination Announcement. Applications received via U.S. Mail will be accepted only if postmarked on or before the last file date. Applications that are received through inter-office mail, e-mail, or via facsimile must be received before the close of business at 5:00 p.m. on the last file date or they will not be accepted.

OSWEGO COUNTY GOVERNMENT IS AN EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER.

ISSUED: August 10, 2017  
Carol N. Alnutt  
Director of Human Resources

**GENERAL INSTRUCTIONS**

1. Applications and additional information can be obtained at the Human Resources Department, Oswego County Office Building, 46 East Bridge Street, Oswego, New York 13126, or by calling (315) 349-8209, or on the web at <http://www.oswegocounty.com/humanresources>.
2. Applications postmarked after midnight of the **Last Filing Date** will not be considered eligible for this examination.
3. Falsification of any part of the "Application for Employment" will result in disqualification and possible legal action. Inquiries may be made as to character and ability and all statements made by candidates are subject to verification.
4. Applicants must answer every question on the application form. Incomplete applications will be disapproved.
5. Accepted candidates will be notified when and where to appear for exam. None will be admitted to the examination without the official admission notice. If an application is rejected, due notice will be sent. The department does **not** make formal acknowledgment of the receipt of an application.
6. If you have not received your notice to appear for the exam three days before the exam date, call (315) 349-8209.
7. If special arrangements for testing are required (i.e. religious observance, disability), submit written request describing your needs with the application form.
8. Unless otherwise noted, candidates are permitted to use quiet, hand-held, solar or battery powered calculators. Devices with typewriter keyboards, Spell Checkers, Personal Digital Assistants, Address Books, Language Translators, Dictionaries, or any similar devices are prohibited.
9. Active service members, veterans or disabled veterans desiring to claim additional credit may submit an "Application for Veteran's Credit" prior to the establishment of the eligible list. Forms are available upon request at the Human Resources Department.
10. Military Service members on active duty on the exam date may request a military makeup exam by calling (315) 349-8209. Members on active duty or discharged during the exam filing period may apply for the exam up to ten days before the exam date.
11. Per Section 85-a of the Civil Service Law, children of firefighters and police officers killed in the line of duty are entitled to receive ten additional credits on an exam which may result in an original appointment in the municipality where the deceased parent served. Candidates eligible for additional credit should indicate this on their exam application.
12. Candidates who fail the examination, or who fail to appear for the examination as scheduled, will be eliminated from further consideration.
13. Under specific circumstances an alternate test date may be arranged in accordance with established policy. Your request and verifiable documentation should be submitted at least one week prior to the test date or in case of an emergency no later than 5:00 p.m. on the next business day following the test.
14. This examination is being prepared and rated by the New York State Department of Civil Service in accordance with Section 23-2 of the Civil Service Law. The provisions of the New York State Civil Service Rules and Regulations dealing with the rating of exams will apply to this examination.
15. Unless otherwise specified, the final rank order of the eligible list established as a result of the exam will be determined on the basis of the scores received on the written test, plus veterans and seniority credits where appropriate.
16. The eligible list will remain in force for at least one (1) year and may be extended by the Director of Human Resources for a maximum of four (4) years. Changing conditions may make it necessary to certify future vacancies at higher or lower salaries than those announced.
17. Special Requirement for Appointment in School Districts and CITI: Per Chapter 180 of the Laws of 2000, and by Regulations of the Commissioner of Education, to be employed in a position designated by a school district or CITI as involving direct contact with students, a clearance for employment from the State Education Department is required.
18. In accordance with the Child Abuse Prevention Act of 1985, candidates for appointment to Oswego County government positions which involve regular and substantial contact with children will be required to complete a State Central Register of Child Abuse and Maltreatment clearance form. Failure to complete this form may result in decertification of your name from this eligible list for appointments in Oswego County.
19. 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.