

# Vacancy Notice

## OCMBOCES

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### Notice of vacancy within the Onondaga-Cortland-Madison BOCES

**Position:** Public Information Specialist

**Division:** Section III Athletics

**Location:** Brittonfield Park, East Syracuse

**Duties:** This position will coordinate the marketing and communications for Section III Athletics. This position is responsible for media relations, website and social media content, securing and fulfilling corporate sponsorships and partnerships, generating revenue and establishing a marketing and branding strategy for Section III Athletics as part of OCM BOCES. Additionally, this position is responsible for providing a strategic communications program across the eleven counties in Section III as well as planning, preparing, and disseminating information and promotional materials relative to student-athlete success stories and news. This person will develop and collaborate on web content, printed and digital copy, and social media and serves as a liaison between Section III districts and local media.

**Responsibilities:**

- Coordinate Section III event media relations and credentialing
- Create and distribute press releases
- Manage all social media to highlight and promote student-athletes and programs
- Manage all content on the Section III webpage
- Generate sales by securing corporate sponsors/partners
- Create and implement marketing plan
- Development publications
- Develop communication strategies
- Other duties as assigned by the Executive Director

**Characteristics:**

- Strong knowledge of high school sports and athletics
- Strong interpersonal skills to build and maintain positive relationships with sports coordinators, AD's, and coaches
- Knowledge of media relations and communications
- Experience in website management and social media
- Experience securing corporate sponsors/partners
- Excellent communication skills, written and verbal
- Demonstrated ability to plan and organize effectively
- Ability to work effectively with deadlines and timelines

**Qualifications:**

A) Graduation from a regionally accredited college or university with a Bachelor's degree and two (2) years of professional work experience in

marketing, journalism, or communications OR B) Six (6) years of professional work experience in marketing, journalism, or communications, OR C) A combination of training and experience as defined above.

This is a competitive class civil service position. Candidates must be reachable on the existing eligibility list. If there is no mandated eligible list, candidates will be considered for provisional appointment. Continued employment will be contingent on successfully passing the required examination and being reachable on the **Public Information Specialist** eligibility list.

Salary: Grade 14; \$58,774 - \$64,826 depending on experience  
Starting Date: January 2026  
Closing Date: December 19, 2025

**To apply, forward cover letter and resume to:**

Personnel/Recruitment Office  
Onondaga-Cortland-Madison BOCES  
PO Box 4754  
Syracuse, NY 13221  
Phone: (315) 433-2634 Fax: (315) 433-2650  
recruitment@ocmboces.org

[www.ocmboces.org](http://www.ocmboces.org)

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*\*Visa sponsorship is not provided*