

**New York State Department of Civil Service**  
DIVISION OF CLASSIFICATION & COMPENSATION

Classification & Salary Guidelines

***Occ. Code 2235300***

**Promotion & Public Affairs Agent, NS**

**18, 23, M-1, M-2**

**2235300**

Brief Description of Class

Incumbents market, promote, and schedule the use of meeting and exhibit facilities throughout the State.

Distinguishing Characteristics

The levels of Promotion & Public Affairs Agent are distinguished by reporting relationship; level and purpose of contacts; scope of responsibility; economic impact of events; and size and number of clients.

18: contacts are generally limited to obtaining and providing information to prospective clients; scope of responsibility is limited and work is closely guided by supervisor; typically non-supervisory.

23: contacts are internal and external to the State to obtain and provide information and negotiate event arrangements for multiple clients; scope of responsibility is limited by agency guidelines, but has independence in performing duties; may supervise.

M-1: has broad scope of responsibility and negotiates event requirements with multiple clients; performs duties under wide latitude from executives; works on events with significant economic impact; and may supervise staff.

M-2: typically works on assignments for major clients and resolves event logistical issues; has large scope of responsibility and performs duties of the highest level with wide latitude from executives; works on events with the highest economic impact; and typically supervises staff.

Illustrative Duties

- Work with government agencies, private groups, and businesses to develop programs, schedules, and requirements for various events.

- Coordinate events by determining facility requirements, fees, and insurance/bonding requirements; and making recommendations for food and lodging.
- Communicate with clients, artists, and vendors; maintain logistical and fiscal event information; and assist with event advertising and media relations.
- Seek funding and corporate sponsorships for events.
- Prepare reports on activities.

### Minimum Qualifications

18: bachelor's degree and two years of relevant experience.\*

23: bachelor's degree and three years of relevant experience.\*

M-1: bachelor's degree and four years of relevant experience.\*

M-2: bachelor's degree and five years of relevant experience.\*

\*Substitutions: four years of specialized experience or associate's degree and two years of specialized experience may substitute for bachelor's degree; J.D. or master's degree may substitute for one year of specialized experience; Ph.D. may substitute for two years of specialized experience.

**Note:** Classification & Salary Guidelines illustrate the nature and scope of duties and responsibilities of the exempt classes they describe, and the recommended salary ranges for such classes. These guidelines cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those recommended for appointment at the time the guidelines were written.

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