

**DEPARTMENT:** ALL APPLICABLE  
**CLASSIFICATION:** COMPETITIVE  
**APPROVED:** SEPTEMBER 3, 2004

### TRAFFIC SAFETY EDUCATOR

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent is responsible for developing and implementing a program to increase the general public's knowledge on traffic safety issues. The incumbent coordinates program activities with local government agencies, private industry, educational institutions and other safety oriented groups. Programs will include laws and regulations covering driving/walking under the influence of drugs/alcohol, bicycle safety and helmet use, safety belts and child restraint seats, school bus safety, pedestrian safety and other related traffic issues. General supervision is received from the Coordinator Stop DWI and the incumbent is allowed leeway for the exercise of independent judgment. Does related work as required.

#### **TYPICAL WORK ACTIVITIES:**

1. Organizes and schedules school programs on traffic safety by collaborating with school authorities, Parent Teacher Associations and other civic groups;
2. Arranges, promotes and conducts classes, programs, and visually and audibly appropriate displays of safety material for schools, senior citizens centers, neighborhood organizations, veterans groups, housing complexes, corporate organizations, civic groups and special events/festivals;
3. Collaborates with law enforcement and local judges in coordinating blitzes in school zones as well as certified officers participating in Child Safety Seat Check points throughout Niagara County;
4. Organizes, publicizes and promotes traffic safety campaigns by preparing varied media publicity through newspapers, radio and television and outdoor advertising as well as visiting areas businesses to generate interest in promoting traffic safety;
5. Conducts surveys on vehicular and pedestrian safety;
6. Participates in county-wide traffic safety committees and gathers and evaluates program data and statistics;
7. Acts as liaison with the media and with local traffic safety organizations;
8. Maintains records in accordance with the Governor's Traffic Safety Committee;
9. Assists in the preparation and maintenance of the department budget;
10. Purchases supplies and equipment;
11. Maintains records of program activities and prepares quarterly programs and vouchers.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of traffic safety laws and regulations; working knowledge of promotional, public relations and educational techniques relating to a traffic safety program; ability to arrange and present visually and audibly appropriate displays; ability to stimulate and sustain efforts to reduce traffic deaths and injuries via increasing public awareness; ability to establish and maintain relationships with schools, civic organizations, law enforcement and the public; ability to communicate both verbally and in writing; ability to conduct surveys and to analyze the results in order to develop traffic safety programs; dependable; self-motivated; physical condition commensurate with the demands of the position.

#### **MINIMUM QUALIFICATIONS:**

Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree **and** one (1) year of public or community relations experience.

Graduation from high school or possession of an equivalency diploma **and** five (5) years of public or community relations experience; **or**

An equivalent combination of training and experience as defined by the limits of the above qualifications.

#### **NOTE:**

Verifiable part-time and/or volunteer experience will be pro-rated toward meeting full-time experience requirements.

09/03/2004; 02/15/2001