

# Pinellas County Sheriff's Office

*"Leading The Way For A Safer Pinellas"*



## PUBLIC RELATIONS SPECIALIST

<b>JOB CODE: 30260</b>	<b>PAY GRADE: 14</b>	<b>PAY RANGE: \$45,678 - \$73,084</b>
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### GENERAL DESCRIPTION

Under the general direction of the Communications and Public Education Manager, performs professional, complex, and diverse work in a variety of disciplines within the purview of public relations. The member is responsible for any combination of the following duties that are housed within Communications and Public Education: the preparation of internal/external written communication, support of various social media platforms, participation in the development and production of videos, and the coordination and management of agency events and programs. Work is reviewed through observation of results obtained.

**SUPERVISES OTHERS:** No

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Assists with communications projects designed to promote the agency, agency members, and our community partnerships
- Assists in the preparation, development, and distribution of sheriff's office newsletters, pamphlets, Public Service Announcement (PSA)s, social media, agency videos, and website content
- Develops and cultivates a working rapport with command staff and agency members
- Writes articles, materials for publishing, internal/external communication, scripts for agency videos, public service announcements, and program proposals
- Processes program applications from members of the public; maintain records of applications and programs on spreadsheets
- Fields requests for agency assets or subject matter experts from external and internal sources; coordinates details of the event with the requestor prior to distribution to appropriate agency members
- Maintains an internal special events calendar for operational purposes as well as an external special events calendar on the agency website
- Maintains complex schedules and works independently to determine the best course of action when conflicts occur related to events or programs
- Resolves basic logistical problems, distinguishing between relevant and irrelevant details, to make logical decisions related to community events and programs
- Responds to phone calls from citizens requesting general information or specific details related to events or programs

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- Facilitates approval and execution of all aspects of events and programs, including, but not limited to, scheduling setting up, running check in, providing information to attendees, taking notes and transcribing, taking photographs, and tearing down
- Maintains program financial records and requisition supplies for the section and balances financial books
- Conducts market research on promotional items or assets needed to assist with the execution of public education programs and events
- Composes correspondence on behalf of the sheriff to citizens, elected officials, event sponsors, etc.
- Assists Communications and Public Education Manager with projects as needed
- Regular and reliable attendance is required as an essential function of the position
- This position may be considered essential and, in the event of an emergency or natural disaster, may be required to report to work
- Participates in Sheriff's Office recruitment and community relations activities as directed
- This list is not intended to be all-inclusive and you may not be responsible for every item listed. The employer reserves the right to assign additional functions and responsibilities as necessary

## QUALIFICATIONS

- Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Public Relations, Communications, Marketing or related field
- Two (2) years' related experience in writing, communications, journalism, public policy or related field
- Or equivalent combination of education and experience
- As part of the screening process, applicant may be required to submit three (3) writing samples, upon request
- Through work history, must demonstrate experience in writing and editing
- Bilingual skills preferred
- Must possess a valid Florida driver's license



## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Exceptional writing and editing skills
- Ability to maintain good relations with the public
- Knowledge and experience with current social media platforms
- Demonstration of sound judgment regarding when to publish content on social media, website, etc.; seeks supervisor's direction when needed
- Advanced knowledge and skill with Microsoft Office Suite, ability to learn internal record keeping systems
- Advanced knowledge of business writing etiquette, strong editing skills, and overall attention to detail
- Excellent organizational skills and time management skills
- Knowledge of the basic techniques involved in photography
- Knowledge of basic technology set up for presentations
- Desire and ability to learn developing communications process and growing trends
- Exceptional reading and analytical skills
- Ability to work a flexible schedule, outside of the normal workday, to enable participation in public education programs including some nights and weekends
- Ability to perform all functions of the job classification without posing a direct threat to the health or safety of other individuals in the workplace

## **PHYSICAL ABILITIES**

The physical abilities listed below are estimates of time spent during a typical work day to perform essential functions and responsibilities. Members in this position may be required to:

- Sit up to 8 hours per day
- Stand up to 1 hour per day
- Walk up to 3 hours per day
- Drive up to 1 hour per day
- Occasionally lift up to 10 lbs.
- Occasionally bend, squat, reach, kneel and twist