

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



DIRECTOR - PUBLIC RELATIONS

JOB CODE: 10036	PAY GRADE: 260-1	SALARY RANGE: \$135,960
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GENERAL DESCRIPTION

Under the general supervision of an Assistant Chief Deputy, the main focus of this position is to perform professional administrative and supervisory functions of unusual difficulty in the planning, directing, and management of public relations as it relates to the agency. This position is responsible for the strategic direction of the Public Relations Bureau.

SUPERVISES OTHERS: Yes

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Provide guidance to Bureau components to ensure compliance with established procedures, policies, and rules as it relates to all media communications, including, but not limited to, print, online, and social media;
- Develop, integrate, and implement PR activities designed to enhance the agency with elected officials, media, and citizens.
- Work with media outlets to publish timely agency information, such as press releases, brochures, and other materials; advocate on behalf of the agency with external stakeholders and the media across all communications channels and vehicles;
- Ensure communication strategy is consistent and reflects the organization's strategic vision;
- Advance the agency's position with relevant constituents;
- Implement new media (social) strategies and grow online supporter base and traffic;
- Develop and execute varied and integrated communications products including website, print publications, newsletters, online communications, videos, photographs, flyers, media and public relations;
- Direct internal events (promotional ceremonies, award ceremonies, swearing in ceremonies, crossing guard appreciations, advisory board appreciation etc.);
- Direct external functions and events designed to maintain continuity of message and enhance our relationship with citizens (citizens academy, sheriffs advisory board, alumni association, PAL, FSYR activities etc.);
- Direct legislative affairs to analyze and research impactful legislation, work with elected officials to ensure agency impact is understood by lawmakers and propose fixes to legislation as needed;

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- Adjust the strength of the Bureau in accordance with its need for efficient service to ensure maximum utilization of personnel and make recommendations for policy changes to the Assistant Chief Deputy and the Sheriff's Office;
- 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
- Eight years' experience in a public relations related field with four years' in a supervisory role
- Or equivalent combination of education and experience
- Knowledge of law enforcement a plus
- Must possess a valid Florida driver's license

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of Florida Public Records Law when dealing with the media on a daily basis and when responding to inquiries from citizens and agency members
- Knowledge of the basic protocols and resources necessary to follow the activities of the Florida Legislature while in and out of session
- Ability to plan and organize the work of subordinate supervisors in a manner conducive to full performance and high morale as reflected in outstanding staff inspections
- Ability to promote and maintain effective relations with members of the Executive Staff, departments under the County Commissioners, the general public and other stakeholders;
- Communication skills, both oral and written to communicate effectively at all levels of the organization and with outside agencies
- Ability to operate equipment and instruments utilized in meeting job requirements and operational responsibilities
- Ability to review and/or complete personnel evaluations of staff in accordance with agency policies to ensure they are fair and impartial, and accurately reflect the job the employee performs
- Ability to communicate effectively both verbally and in writing
- Organizational and time management skills
- 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 7 hours per day
- Stand up to 1 hour per day
- Walk up to 1 hour per day
- Drive up to 1 hour per day
- Occasionally lift up to 20 lbs.
- Occasionally bend, squat, reach, kneel, or twist