

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



PUBLIC INFORMATION SPECIALIST

JOB CODE: 30280	PAY GRADE: 15	PAY RANGE: \$43,200 - \$69,120
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GENERAL DESCRIPTION

Under the supervision of the Public Information Manager, performs professional work of considerable difficulty in writing and editing a wide variety of items for publishing. The incumbent is responsible for the preparation of news releases, articles, speeches, scripts for agency videos, and program proposals. Work is reviewed through conferences and observation of results obtained. **Pinellas County residency preferred for call-out response requirements.**

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Assists with communications projects designed to promote the agency, agency members and our community partnerships;
- Writes, edits, and distributes Sheriff's Office news releases;
- Makes decisions on when and how to communicate complex issues to the media;
- Plans and implements all aspects of news conferences and associated materials for dissemination;
- Writes articles, speeches, scripts for agency videotapes, and program proposals;
- Develops a working rapport with electronic and print news media, daily contact;
- Develops and cultivates a working rapport with command staff and agency members;
- Uses various social media to communicate information about agency programs and services;
- Plans and implements all aspects of award, promotion, and swearing in ceremonies; writes appropriate scripts, nominations and press releases related to these events;
- Assists in training of personnel and conducts presentations to agency personnel;
- 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, marketing, or related field
- Three (3) years' related experience in writing, communications, journalism, or related field
- Or equivalent combination of education and experience
- Through work history, must demonstrate experience in writing and editing media
- A writing sample will be required to assess above average writing skills
- Bilingual skills highly desirable
- Knowledge of the basic techniques involved in photography and video production
- Must possess a valid Florida driver's license

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional writing and editing skill
- Ability to maintain good relations with the public and news media representatives
- 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
- Exceptional reading and analytical skills
- Flexibility in scheduling required for evening and weekend on call rotation
- Knowledge of printing and graphic reproduction practices
- 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, reach, or twist