

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



PUBLIC RELATIONS SPECIALIST

JOB CODE: 30260	PAY GRADE: 15	PAY RANGE: \$43,200 - \$69,120
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GENERAL DESCRIPTION

Under the supervision of the External and Legislative Affairs 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 internal/external written communication, articles, scripts and production of select agency videos, public service announcements, and program proposals as assigned. Work is reviewed through conferences and 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 and distribution of Sheriff's Office newsletters, pamphlets, PSAs, social media, agency videos, and website content;
- Writes and edits member newspaper, brochures, pamphlets, and prepares these and other materials for publishing;
- Uses various social media to communicate information about agency programs and services;
- Develops and cultivates a working rapport with command staff and agency members;
- Plans and implements all aspects of news conferences and associated materials for dissemination;
- Writes articles, internal/external written communication, scripts for agency videotapes, public service announcements, and program proposals;
- 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, political science, 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
- Through work history, must demonstrate experience in writing and editing media
- Bilingual skills highly desirable
- 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
- Knowledge of the basic techniques involved in photography and video production
- Desire and ability to learn developing communications process and growing trends
- 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