

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



Communications and Public Education Manager

JOB CODE: 20119	PAY GRADE: 26	PAY RANGE: \$72,565 - \$116,104
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GENERAL DESCRIPTION

Under the direct supervision of the Director of Public Relations, this position is responsible to ensure the streamlined operation of the Communications Section and the Public Education Section of the Public Relations Bureau. The position acts as the liaison with local, state, and federal legislative representatives and elected officials, local service organizations, external stakeholders, and community members. Work is reviewed through observation and results obtained.

SUPERVISES OTHERS: Yes

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Responsible for their subordinate employee's welfare and care, individual training in the conduct of their duties and mentoring
- Reviews subordinates work performance, conducts open and honest performance counseling, appraisals and evaluated conditions of performance, initiates corrective action and/or disciplinary action as necessary
- Ensure subordinates meet agency standard in personal appearance, maintains and accounts for materials and agency equipment as prescribed by Sheriff's Office policy, special or General Orders and Standard Operating Procedures (SOPs)
- Serves as liaison with local community groups and organizations on behalf of the Sheriff and represents the Sheriff's Office at community events;
- Tracks and monitors legislation at local, state, and federal levels which may impact the Pinellas County Sheriff's Office or general law enforcement activities; works with the Florida Sheriff's Association government affairs team in Tallahassee on legislative issues;
- Supervises in-house creative team to initiate and manage social media content, websites, and published materials about the Sheriff's Office for citizen information and education;
- Supervises in-house creative team in development of print and electronic informational materials, such as promotional materials, speeches, public service announcements, and agency community projects;
- Manages, develops, and facilitates community education programs and events, including ongoing programs such as the Sheriff's Citizens Academy and any public event including agency assets or personnel;

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- Prepares, or assists in the preparation, of the annual section budgets, monitors status of allocated funds, and controls expenses;
- Manages day-to-day operations of the assigned area; develops and implements administrative policies, procedures, and guidelines to ensure operational efficiency and effective administration of assigned personnel;
- Plans and recommends new systems and procedures to improve operations;
- Assesses staffing needs, interviews, recruits, or assists in the recruitment and hiring of personnel
- Coordinates with other components within the agency and externally to ensure communication and service efficiencies; interprets and explains requirements, regulations, and procedures;
- Participates in Sheriff's Office recruitment and community relations activities as directed.

Regular and reliable attendance is required as an essential function of the position.

This position is considered essential and, in the event of an emergency or natural disaster, will be required to report to work.

This list of duties and responsibilities 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 duties and responsibilities as necessary.

QUALIFICATIONS

- Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Journalism, Political Science, Public Administration or related field AND five (5) years' related experience AND two (2) years' supervisory experience
- Or equivalent combination of education and/or experience
- Must possess a valid Florida driver's license
- Consideration for this position requires a credit check

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of graphic design techniques and technology to produce necessary informational materials for public distribution in a printed or electronic form
- Knowledge of the basic protocols and resources necessary to follow the activities of local, state, and federal legislative bodies
- Writing skills to develop website content, speeches, scripts, printed informational materials, letters, legislative summaries, and other reports



- Exceptional interpersonal communication and public speaking skills
- Knowledge of agency structure, resources and how they are allocated relative to event-related needs
- Ability to create reports, respond to surveys, create statistical summaries, and to write and revise policies, letters, memos, etc.
- Ability to identify existing or potential problems and to develop ways to resolve issues
- Working knowledge of the functions, activities, requirements, and objectives of the area assigned
- Knowledge of agency budget development and management procedures
- Ability to operate equipment and instruments utilized in meeting job requirements and operational responsibilities
- Knowledge of ADA, FMLA, Workers' Compensation and FLSA to ensure proper adherence and assist supervisors to make decisions on various issues within the guidelines of state/federal/agency laws, rules and regulations
- Ability to motivate staff and fellow employees by directing and modifying procedures and controls; encourage employee behavior to achieve both personal and agency goals in order to fulfill the mission of the agency
- 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 establish and maintain effective working relations within and outside the agency
- 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 8 hours per day
- Stand up to 1 hour per day
- Walk up to 1 hour per day
- Drive up 1 hour per day
- Occasionally lift up to 10 lbs.
- Occasionally bend, reach, or twist