

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



SOCIAL MEDIA SPECIALIST

JOB CODE: 30220	PAY GRADE: 12	PAY RANGE: \$40,102 - \$64,162
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GENERAL DESCRIPTION

Under the supervision of the Communications and Public Education Manager, manages the agency's social media accounts. The incumbent is responsible for the maintenance of social media accounts, creating content, implementation of the agency's social media strategy, and utilizing analytical tools to monitor the agency's social media presence. Work is reviewed through conferences and observation of results obtained.

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Manage day-to-day social media content, drafting and scheduling posts across all channels and platforms including, but not limited to, Facebook, Instagram, Twitter, and LinkedIn;
- Assist with content development including taking photographs, recording video, and developing graphics;
- Monitor social media platforms daily and respond to comments or inquiries in a timely manner;
- Support the development and implementation of social media strategies;
- Remain current on relevant topics that could impact the agency or the community and stay up to date on social media trends to ensure content is appropriate and timely;
- Develop and cultivate a collaborative partnership internally with agency bureaus, divisions, and members to advise and align on social media projects or objectives;
- Utilize various analytical tools to continuously monitor and evaluate the agency's social media presence, utilization, and performance;
- Assist Communications and Public Education Manager with projects as needed;
- Participate 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 may be considered essential and, in the event of an emergency or natural disaster, may be required to work.

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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 Marketing, Communications, Public Relations, or a related field.
- AND one (1) years related experience in marketing, communications, public relations, or a related field
- Or equivalent combination of education and experience
- Through work history, must demonstrate experience in writing and editing media
- Bilingual skills preferred
- Must possess a valid Florida driver's license

KNOWLEDGE, SKILLS, AND ABILITIES

- Extensive knowledge and experience with commonly used social media platforms
- Knowledge of social media analytical tools
- Experience working collaboratively with a team to develop content and implement strategies
- Knowledge and understanding of professional social media management
- Ability to maintain good relations with the public and members of the media
- 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 to work after regularly scheduled hours on occasion
- 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