

PLANNING PROGRAM SPECIALIST

Job Code	Pay Grade
06148	CL16

Nature of Work

This is professional and administrative communication and public relations planning work in the support of the unified Pinellas Planning Council (PPC) and Metropolitan Planning Organization (MPO), jointly called Forward Pinellas. An employee in this class will be involved in the development and implementation of the strategic communication plan, including implementation of communication and outreach activities. Incumbent will be responsible for the development and execution of communications plans for various Forward Pinellas activities, and the administration and engagement of Forward Pinellas' social media presence. The position will support the MPO's Title VI Civil Rights compliance responsibilities. Incumbent performs a wide range of tasks and assignments involving a high degree of independence, sound judgment, initiative, and administrative capabilities related to departmental activities. The incumbent reports to a department manager, supervisor or designee.

Minimum Qualification Requirements

- 6 years in professional public relations, journalism, communications, public administration, or related field; or
- Associate's degree in public relations, journalism, communications, public administration, or related field plus 4 years professional experience; or
- Bachelor's degree and 2 years professional experience as described above; or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Develops and executes strategic communications plan for Forward Pinellas and for individual activities.
- Administers and engages Forward Pinellas' social media presence.
- Leads activities of subordinate planners, technical personnel, and aides.
- Edits and drafts blog posts.
- Supports the MPO's Title VI Civil Rights compliance responsibilities.
- Prepares and delivers presentations to various public and private organizations and disseminates planning information to the public.
- Prepares video storyboards and provides direction for digital storytelling activities.
- Prepares correspondence pertaining to the planning program.
- Performs data processing related duties, including using available statistical packages or programs, encoding data, data entry and retrieval, and routine computer terminal operations and programming/reprogramming.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of the principles, practices and methods of public planning.
- Knowledge of the principles and practices of civil engineering and architecture as applied to public planning.
- Knowledge of economics, municipal finance and sociology as applied to public planning.
- Knowledge of modern office procedures, practices and appliances.
- Ability to direct and participate in complex planning studies and to analyze information and formulate substantive recommendations based upon such studies.
- Ability to interpret laws, rules and regulations in government plans.

PLANNING PROGRAM SPECIALIST (continued)

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Knowledge, Skills, and Abilities (continued)

- Ability to direct work to others and present ideas and findings clearly and concisely in written, oral or graphic form.
- Ability to establish and maintain effective working relationships with department heads, outside agencies and the general public.

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Created	EEOC Code	Overtime Code
5/16	Professionals	Classified/Excluded