

COMMUNICATIONS MANAGER

Job Code	Pay Grade
07586	SM6

Nature of Work

This is a specialized supervisory, analytical, production and administrative work. An employee in this class may be responsible for direction of logistics and operation, including budget preparation, purchasing, project management and production metrics or may be responsible for journalistic and graphic work in preparation for print and electronic media used to support the functions and activities of the Pinellas County Communications Department. This position will offer assistance with public spokesperson issues, media relations, public relations, citizen interactions and promotional efforts. Primary responsibilities include technical, creative and analytical work and the direct supervision of staff including the Graphic Arts Section or Operations/Logistics section ensuring that quality services are provided to internal/external Communications customers. A high degree of independence, sound judgment, initiative and administrative ability are essential.

Minimum Qualification Requirements

- 4 years experience in communications, public relations or 4 years experience in supervision/operations management to include Human Resources and budget experience within a department or agency; or
- Associate's degree and 2 years experience as described above; or
- Bachelor's degree in communications, public relations, or a related field; 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.)

- Supervises the development of individual platform and cross-platform messages created by graphic artists, volunteers, and others involved in county messaging.
- Writes and directs informational, educational and promotional materials; creates news releases, brochures, newsletters; produces video and web content.
- Designs and creates digital media messages.
- Develops and maintains a high degree of network contacts for close working relationships with media, other departments, local governments, Chambers of Commerce, existing businesses and industry.
- Develops creative and cost-effective ways to get the message out about Pinellas County Government programs and services.
- Develops accuracy and trust with fellow professionals.
- Performs under the Florida Public Relations Code of Ethics.
- Reviews press releases, kits and special features on county assets, programs and services.
- Coordinates written and produced materials through multiple platforms.
- Collects and interprets strategic visioning data.
- Represents the Board of County Commissioners and the County Administrator in fostering relations with municipalities, school board and local communities.
- Develops, prepares, and monitors the department budget; reviews and approves expenditures.
- Coordinates departmental purchasing including research and recommendations for purchases; monitoring of invoices and contract compliance; and asset management.
- Provides management support by research and assembling information, preparing reports with recommendations, and compiling appropriate production metrics.
- Prepares periodic reports on status of projects and activities.

COMMUNICATIONS MANAGER (continued)

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Illustrative Tasks (continued)

- Manages special projects and tasks.
- Prepares reports on status of projects and activities.
- Conducts research and stays current with technology and trends to ensure Pinellas County continues to employ best practices in conveyance of the county message to its citizens.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of department assets, programs, procedures and policies, and entails the exercise of extensive initiative and independent judgment.
- Knowledge and skill in the use of office automation and desktop publishing equipment.
- Knowledge of producing materials for web, print and video mediums.
- Knowledge of the structure and services of Pinellas County Government.
- Skill in public speaking demonstrating the ability to write and speak in developing presentations to civic organizations, other public or private groups, as well as the media and general public, on subject relative to Pinellas County Government, in a concise, informative and knowledge manner.
- Ability to perform effectively and maintain an open channel of communication with: elected officials, county administrator and assistants, department directors, municipalities, non-profits, private consultants, contractors, business organizations, Communications Department management and subordinate employees.
- Ability to plan, assign, direct and supervise the work of subordinate employees.
- Ability to maintain good public relations with peers, subordinates, superiors and the public.
- Ability to establish and maintain effective working relations with subordinates.
- Ability to exercise good judgment in analyzing situations and making decisions.

For official use only

Revised	EEOC Code	Overtime Code
10/13	Professionals	Exempt