

BUREAU DIRECTOR, COMMUNICATIONS

| Job Code | Pay Grade |
|----------|-----------|
| 07599 | SM2a |

Nature of Work

This is a highly responsible, professional leadership role. The incumbent is responsible for directing the Communications department which produces and disseminates public relations and public information content including video, print, digital and social media for departments under the Board of County Commissioners. Work involves overseeing the creation of communication strategies and potentially serving as the key spokesperson and media contact for the county. Responsibilities include technical, administrative and supervisory work and developing and maintaining close working relationships with citizens of the county, county employees, representatives of the public information field, communications media, neighboring municipalities and other governmental units. The incumbent performs under the supervision of the County Administrator or his/her designee with considerable independent judgment, discretion and initiative exercised in carrying out policies, programs and operations.

Minimum Qualification Requirements

- Bachelor's degree in public relations, marketing, journalism, public administration, business or government plus five years related professional experience, including two years in a supervisory, or team leadership role; or
- Master's degree in a field described above plus three years of 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.
- 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 the position.

Illustrative Tasks (not all inclusive)

- Supervises, directs, plans, and coordinates the activities and personnel of the communications department.
- Manages multimedia content creation, digital and print communications, marketing, event logistics and the development of communications strategies for the county.
- Provides media relations on behalf of the county to local, regional and national media outlets.
- Handles crisis communications, consulting with county departments to ensure a consistent message.
- Works closely with emergency management department to provide public information in the event of a hurricane or other related disasters.
- Implements social media strategy to grow the county's brand and social media presence, and increase and optimize traffic to the county's website through social media channels.
- Works with county departments on social media content creation to maximize engagement.
- Keeps informed of the latest public relations, social media and marketing trends and incorporates them into communications strategies for the county.
- Provides assistance to departments regarding publicity for programs, services and policies.
- Supports communications and outreach efforts of the Board of County Commissioners and constitutional officers as well as other county government committees, boards and commissions.
- Coordinates speakers and presentations on behalf of county departments for local businesses, community groups and organizations, and assists in the preparation of speeches.
- Coordinates advertisements of county-sponsored events and public meetings.
- Oversees operation of the county's government access cable television channel.
- Serves as liaison between county departments and citizens, overseeing the county information desk and coordinating responses to citizen inquiries.
- Performs related work as assigned or required.

BUREAU DIRECTOR, COMMUNICATIONS (continued)

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Knowledge, Skills and Abilities

- Knowledge of the practices and principles of public information, public relations and media relations.
- Knowledge of policies, procedures and practices of all county departments, Board of County Commissioners and constitutional offices.
- Knowledge of sound business principles, techniques and management.
- Ability to express ideas and findings clearly and concisely in both oral and written form to various groups and the general public.
- Knowledge of photo, video and digital media techniques.
- Knowledge of social media channels and demonstrated professional use.
- Knowledge of National Incident Management System (NIMS) procedures.
- Ability to apply computer applications and software.
- Ability to plan, direct, and supervise the work of employees and promote team leadership.
- Ability to establish and maintain effective working relationships.

For official use only

| Revised | EEOC Code | Overtime Code |
|---------|----------------------|---------------|
| 12/15 | Officials & Managers | Exempt |