

DIRECTOR OF COMMUNITY RELATIONS

Job Code	Pay Grade
21070	150

Nature of Work

This is an advanced supervisory position with responsibility to manage and administer work originating, promoting, and conducting the Property Appraiser's community relations program. An incumbent in this classification supervises staff and provides complex data to the public about all functions of the Property Appraiser's programs and services, as well as coordinates community outreach efforts, public education, and press relations. The incumbent must have extensive knowledge of all operations of the Property Appraiser's office and must be able to respond to all inquiries from the public on the most difficult interpretations of methods, laws, rules, regulations and practices of the organization. The position reports to the Deputy for Assessment Administration or designee.

Minimum Qualification Requirements

- Bachelor's degree in business, finance, public administration, media relations, governmental or a related field and 3 year's professional lead or supervisory experience performing automated and multi-faceted communication and public affairs programs for a large public agency or corporation; or
- Master's degree and 1 year 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.
- Candidate to demonstrate competence and/or possess certifications in one or more specific information technology functions.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

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

- Originates, manages, promotes, and conducts Property Appraiser community relations/public relations and public education/involvement programs.
- Acts in liaison capacity with governmental agencies and officials, citizen groups, and individual citizens in public affairs activities.
- Assembles information, writes, edits and arranges for the printing of various news releases, publications, reports, pamphlets, and brochures concerning Property Appraiser projects and programs.
- Provides copy, art work, and photographs to various publications and radio and television stations about Property Appraiser functions.
- Provides graph presentations to explain/illustrate programs and policies of the Property Appraiser.
- Provides the public with current information on assessment policies and operations, and administers programs designed to create a positive public awareness of the appraisal process.
- Monitors, develops and coordinates a program designed to continually improve the image of the Property Appraiser's office
- Plans and directs the work of subordinate staff regarding office operations; coordinates and schedules work and provides assistance with the more difficult functions.
- Interacts and consults with Deputies and other directors regarding complex information research.
- Trains and directs public information employees in public relations, office procedures and all aspects of job duties including use of such resources as plat books, property tax rolls, maps, microfiche, computers, and city directories.
- Evaluates performance of assigned personnel and prepares performance reviews.
- Answers inquiries from the general public, realtors, appraisers and title companies, or directs them to the proper source.

DIRECTOR OF COMMUNITY RELATIONS (continued)

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Illustrative Tasks (continued)

- Assists the Property Appraiser in interpreting laws, rules and regulations governing property appraisals; explains same to the public and provides other assistance necessary.
- Prepares official forms in conjunction with helping the public.
- Processes orders for maps, microfiche and other office related products; handles money/receipts and keeps records.
- Keeps reference materials up-to-date.
- Prepares, or assists in the preparation of, speeches when requested.
- Writes, edits, and publishes the Property Appraiser website and newsletters.
- Plans and manages projects in which coordination is an important aspect of the work.
- Develops and implements information sharing plans regarding internal projects and projects affecting the citizens of Pinellas County.
- Updates and maintains the layout and text content of the Property Appraiser website.
- Provides displays of Property Appraiser activities for an exhibition, where and when requested.
- Works closely with citizens' groups and associations to learn areas where the Property Appraiser could better meet the needs of the people, or where the public could assist the Property Appraiser to do a better job. Develops recommendations for meeting these needs.
- May originate and/or assist in preparation of associate morale enhancement programs.
- Coordinates and manages bulletin boards and/or children's art displays in the office.
- Performs related work as assigned or required.

Knowledge, Skills, & Abilities

- Knowledge of the functions, operations, and structure of the Property Appraiser's office and Pinellas County government.
- Knowledge of the principles, practices, and methods of information media.
- Knowledge of practices and principles of Public Information and Public Relations.
- Knowledge of office policies, procedures, and practices.
- Knowledge of modern office equipment and other related tools (including a computer, microfiche reader, telephone equipment and related office machines).
- Knowledge of photographic equipment, software and techniques.
- Knowledge of sound business and supervision principles, techniques and management, and their application to office operations.
- Ability to apply computer applications and software.
- Ability to analyze and solve administrative problems, and to render advice and assistance to each.
- Ability to develop an effective working relationship with superiors, subordinates, governmental officials, members of the media, and the general public.
- Knowledge of data processing inquiry, retrieval and update systems within the Property Appraiser's and Tax Collector's Offices.
- Knowledge of the geographic layout of Pinellas County, legal descriptions, property appraisal terminology and the laws, rules and regulations governing property appraisal.
- Ability to maintain accuracy and timeliness of information.
- Ability to plan, organize and direct effectively the work of employees.
- Ability to work independently and use good judgment.

For official use only

Revised	EEOC Code	Overtime Code
3/10	Professionals	Exempt