


UNIFIED PERSONNEL SYSTEM

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Peggy Rowe
Director

TO: Robert S. LaSala, County Administrator

FROM: Peggy Rowe, Director of Human Resources 

DISTRIBUTION: Mark Woodard, Assistant County Administrator
Tim Closterman, Bureau Director, Communications

SUBJECT: Audit of One (1) Encumbered Public Information Specialist Position BCC/C2353 (Pay Grade CL16) in the Communications Department

DATE: July 25, 2012

As requested, the Human Resources Department has reviewed the duties and responsibilities assigned to the subject position. The following recommendation is submitted:

RECOMMENDATION:

It is our finding, after reviewing the details of the position, that the assigned duties and responsibilities are appropriate and consistent with the current classification. This job is properly classified and allocated. No change is recommended.

ANALYSIS:

This position was reviewed to determine if significant changes have occurred within the position to justify a classification or pay grade change. As indicated in the Nature of Work in the class specification, this is a professional administrative position that is responsible for the coordination of public outreach activities used to support the functions and activities of the Board of County Commissioners. This position provides a wide range of tasks and assignments involving a high degree of independence and administrative capabilities related to public relations functions. This position supports public relations functions generating media coverage to create public awareness and educational programs for county departments. This position serves as the departmental representative for various enforcement agencies and provides education to the public through speaking engagements. All Public Information Specialist positions are involved in social media outreach and speak on behalf of other county departments as assigned internally.

I agree with the recommendation in this report.



Robert S. La Sala, County Administrator

7/26/12

Date

ANALYSIS (continued)

Each Public Information Specialist position is unique and there is no “official” public spokesperson for any department. The duties and responsibilities of this position assume the leadership role in the assigned area and these are routine functions of this position. There is no compelling evidence of change in the knowledge, accountability and consequence of error, skills, or abilities to perform the specific functions of the position. The nature and scope of responsibilities associated with this position are consistent with the professional administrative duties and responsibilities of the Public Information Specialist.

It is therefore recommended that this position remain allocated to the classification of Public Information Specialist, pay grade CL16 (\$41,724-\$65,998).

PUBLIC INFORMATION SPECIALIST

Job Code	Pay Grade
07550	CL16

Nature of Work

This is a professional and administrative position responsible for the dissemination of public information through communication with the media and public outreach activities used to support the functions and activities of Pinellas County Government. Primary responsibilities include establishing two-way communication with the media and public, creation of and participation in public outreach programs, ongoing measurement and consolidation of public opinion and dissemination and coordination of public information through direct contact with the public. Incumbent performs a wide range of tasks and assignments involving a high degree of independence, sound judgment, initiative, and administrative capabilities related to community or agency activities and public relations functions. 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.)

- Directs, plans, and coordinates public outreach activities including speakers, presentations, research, website use of surveys and public opinion polls, public forum programs on PCC TV and ongoing coordination of the Pinellas Citizen University.
- Develops work plans to maintain and improve quality standards and work performance.
- Acts in a liaison capacity with community leaders, tour groups, other governmental agencies and community groups requesting information on government related activities.
- Plans and promotes programs for, and consolidates public opinion from, public information meetings and other community forums as required.
- Develops plans and monitors advertising and public relations budgets for departmental projects related to community outreach; develops contract specifications; hires and oversees contract labor where applicable.
- Promotes a variety of county issues, including hurricane preparedness, through public speaking, conducting tours and providing information to citizen's groups and the public at large.
- Creates PowerPoint, collateral and video materials to support public outreach campaigns.
- Performs related work as assigned or required.
- Liaison with the media in preparing press releases, planning public events and performing interviews.

Knowledge, Skills, and Abilities

- Knowledge of county government organization and functions.
- Knowledge of the principles of public administration and management.
- Knowledge of the practices and principles of public information, public relations and marketing.
- Proficient in news writing and AP style.

PUBLIC INFORMATION SPECIALIST (continued)

Job Code	Pay Grade
07550	CL16

Knowledge, Skills, and Abilities (continued)

- Knowledge of emergency public information policies, methodologies and procedures.
- Knowledge of the principles, practices and methods of social media.
- Knowledge of effective use of alternative media presentation and format.
- Knowledge of recent developments and advancement in communications methodologies and technologies.
- Knowledge and skill in the use of office automation, desktop publishing and A/V presentation equipment.
- Skill in producing print and video mediums.
- Skill in public speaking.
- Ability to apply computer applications and software.
- Ability to exercise good judgment in analyzing situations and making decisions.
- Ability to apply independent judgment and discretion based on knowledge of the county's functional and structural organization.
- Strong photography skills.

Special Requirements

- Expected to be on-call and respond to emergency call-outs.
- Must be able to manage responsibilities for community outreach activities beyond regular county business hours including extended work days, evenings, weekends and holidays.

For official use only

Revised	EEOC Code	Overtime Code
11/10	Professionals	Classified/Excluded