

Marion County Board of County Commissioners

POSITION DESCRIPTION



To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

PR COMMUNICATIONS DIRECTOR

Department: Administration
Pay Grade: 119
FLSA Status: Exempt
Job Class: 1282
Risk Code: 8810

JOB SUMMARY

Responsible for the management and supervision of the overall strategic public information, relations, education, marketing, and communications objectives of the County, which involves effective accomplishment of strategic objectives including: overseeing and directing public information, education, relations, social media, video production and graphic design programs; marketing including brand, digital and social marketing; managing external and internal communication programs; community relations and events meeting the County's communication objectives, and serving as the County's lead media liaison and spokesperson.

ESSENTIAL JOB FUNCTIONS

- Directs and supervises all activities associated with Marion County's strategic communications, public relations, education, information, and design, including work priorities and assignments.
- Manages the planning, developing, and implementation of an all-inclusive marketing, public relations, and promotion program.
- Directs the creation, implementation, and evaluation of internal/external public information, education, relations, and social media programs and campaigns.
- Serves as the lead and official spokesperson for Marion County, researching, analyzing, managing, and distributing relevant information to media sources, and responding to highly-sensitive matters, crises, and emergencies.
- Serves as the chief writer and creative director for County and administrative public relations, education, and information initiatives.
- Directs the planning, design, writing, editing and overall production of written, digital, and video communications (e.g., brochures, books, pamphlets, countywide e-newsletter, annual reports, hard and soft news articles, media releases, editorials, talking points, public education columns, web content, scripts, storyboards, etc.).
- Manages public outreach. Oversees planning and coordination with Administration and County Commission during community and large-scale events including groundbreakings, grand openings, employee recognitions, and special events.

- Manages and oversees Crime Prevention Fund promotional budget and associated public service announcements.
- Manages brand development, branding policies, and brand implementation across county programs.
- Oversees and manages the county's multiple social media channels and social media campaigns in accordance with the county's social media policy.
- Formulates guidelines and policies for communications procedures and policies.
- Conducts internal training for media and public records and educates newly-appointed advisory board members and staff on the Florida Sunshine Law.
- Creates, implements, and ensures compliance of public information, education and relations program guidelines, additionally ensuring quality assurance and customer satisfaction of these programs.
- Directs and oversees special projects as needed and/or directed by mandates by the Board of County Commissioners or county administrator.
- Works as a lead County representative at meetings, workshops, and conferences to improve department communication and cooperation among agencies.
- Coordinates county departments to assist with fulfillment of public records requests as required by Florida's Open Government and Public Records laws.
- Researches and implements successful strategies to meet marketing and communications needs of diverse audiences.
- Oversees management and strategic direction of legislative and government relations programs.
- Oversees the public information, education, and relations budget; purchases public information, education and relations items; and participates in the bid process for large purchases and ensures compliance with the County's purchasing guidelines.
- Manages information flow for citizen complaints and/or directs citizens to appropriate County staff for resolution.
- Leads media and community relations training classes for employees to enhance skills and professional development.
- Assists in County and administrative policy development and review.
- Researches and reports on evolving communications trends and technology as related to
- the agency's communications needs.
- Manages website and web content redesign projects in coordination with Information Technology Department.
- Provides excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, and customers of the department. Service is provided in person or by phone contact.
- Implements the organization's guiding principles and core values.
- Performs other related job duties as assigned.

SUPERVISION

This position oversees the operation and strategic direction of Marion County Public Relations. Responsibilities include directing work priorities and assignments; evaluating performance; providing on-the-job training; scheduling; hiring new employees; recommending promotions or reclassifications for employees; and discipline. Leads Public Information staff comprised of public relations professionals in a variety of county departments to provide guidance and support on matters of interest to external media outlets.

QUALIFICATIONS

Education and Experience:

Bachelor's Degree in Media, Mass Communications, or Public Relations or related field or equivalent; Master's degree preferred; and five (5) to seven (7) years' responsible experience in media or public relations in a municipal organization; or an equivalent combination of education and experience.

Licenses or Certifications:

Possession of a valid, State of Florida driver's license to operate a motor vehicle. Requirement exists at the time of hire and as a condition of continued employment.

- Accreditation in Public Relations within one (1) year of appointment.

KNOWLEDGE, SKILLS AND ABILITIES

- Exceptional writing and presentation skills.
- Ability to read, analyze, and interpret most complex documents.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Ability to write speeches and articles using original or innovative techniques or style.
- Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups and/or boards.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, and volume.
- Ability to apply concepts of basic algebra and geometry.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standards exist.
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- Ability to interpret complex and detailed technical data.
- Ability to participate in development of policy, programs, plans, or procedures.
- Ability to study manual work process to determine most effective methods as essential tasks.
- Extensive knowledge of and/or experience in media management and public relations; education and presentation of County messages to citizens and media professionals and design of community information, education, and relations campaigns to educate and inform citizens, community leaders, elected officials, or any other vested group or individual.

- Extensive knowledge of county government, as well as state and/or federal laws, including Sunshine and public records laws.
- Knowledge of computers, as well as desktop publishing, graphic design, video production and photo editing software.
- Skills in news judgement, media management, creativity, and consequential thinking.
- Ability to develop marketing activities or programs that contribute to the achievement of the desired customer experience.
- Ability to write, produce and present clear and concise reports, publications, memoranda, and letters.
- Ability to develop and maintain effective working relationships with citizens, elected officials, media representatives, department personnel, and County employees.
- Ability to define appropriate measurements for the marketing, public relations, and promotion plan and monitor the activity.
- Ability to create various publications using principles of layout and design, as well as produce videos (e.g., public service announcements, recruiting materials, etc.).
- Ability to regularly meet immediate and unexpected deadlines relating to materials, announcements, and media or public education events.
- Ability to work independently with little or no direction from senior management.
- Ability to build unit cohesiveness and constructive team spirit through collaborative and cooperative efforts keeping team goals, rather than individual goals.

PHYSICAL DEMANDS

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. While performing the duties of this job, the employee will occasionally be required to stand and walk; be regularly required to sit, use hand to finger, handle, or feel; reach with hands and arms; and will frequently be required to talk or hear.

WORK ENVIRONMENT

Work is performed primarily in an indoor environment with limited exposure to adverse environmental conditions. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions.

Marion County has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date

E.O.E. Marion County does not discriminate on the basis of race, color, national origin, sex, religion, age, disability or military service in employment or the provision of services.