

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.

PUBLIC RELATIONS MANAGER

Department: Public Relations
Pay Grade: 113
FLSA Status: Exempt
Job Class: 2081
Risk Code: 8810

JOB SUMMARY

Responsible for creating, planning, and executing public relations strategies to maintain and enhance the perception of the county commission as an organization as perceived by employees, media, residents, and visitors among various internal and external audiences via multiple mediums as discerned via routine examination of related analytics.

ESSENTIAL JOB FUNCTIONS

- Manages, plans, develops, and implements effective public education, information, and relations programs.
- Manages consistency in brand management for the overall organization.
- Develops and administers social media content designed to engage users and create an interactive relationship between the community and the county.
- Collects and reviews social media data to develop more effective campaigns. Assists in the management of the social media marketing budget. Monitors the county's social media accounts and offers constructive, professional, and tactful interaction with users that reflects the values of the county.
- Oversees the preparation of written documents, edits, proofs, photographs, directs, and produces publications, brochures, promotional material, media releases, fact sheets, information packets, and fliers/posters to publicize programs for assigned departments.
- Oversees the development as well as directs and evaluates department community relations/outreach efforts.
- Manages and develops communication methods and processes for the organization.
- Assists in overall project management.
- Serves as lead liaison between assigned Marion County departments and the media, community partners, civic and other organizations. Assists assigned departments with coordination of special events, activities, and programs.
- Manages, monitors, develops, and coordinates website content for assigned departments.

- Assists in the dissemination of information to the public, news media, and other governmental entities during disaster events.
- Lead trainer of website maintenance and media relations.
- Facilitates Sunshine Notice dissemination and media releases.
- Assists in the coordination of video productions.
- Provides excellent customer service to members of the general public and other County employees.
- Implements the organization's guiding principles and core values.
- Performs other related job duties as assigned.
- In an emergency situation, this position is required to actively participate in the Emergency Operations Center for Marion County.

SUPERVISION

This position functions as a supervisor in the absence of the Director for all employees within the department. May review the work product of others. Provides guidance, advice, and assistance to others on work assignments. Provides work direction.

QUALIFICATIONS

Education and Experience:

Bachelor's Degree in Communications, Public Relations, or related field or equivalent; and three (3) years responsible experience in public relations in a municipal organization with three (3) years management experience; 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. APR Certification preferred.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to speak effectively and clearly in public, prepare clear and concise reports, and make oral presentations to groups.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to communicate tactfully, courteously, and effectively with disgruntled and dissatisfied customers.
- Ability to effectively present information to top management, public groups, and/or boards.
- Ability to establish and maintain good working relationships with other County departments and outside agencies.

- Ability to plan and organize effective community information programs and develop, plan and write publications, pamphlets and newsletters using available graphic tools and resources.
- Ability to understand and explain technical information to the public and answer questions.
- Ability to plan and organize informational programs and to coordinate special events.
- Ability to communicate effectively orally and in writing.
- Ability to speak in front of large groups of people or on-camera.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to plan, organize, and supervise assigned projects.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Interprets complex and detailed technical data.
- Ability to study manual work process to determine most effective methods for essential tasks.
- Knowledge of computer applications with the ability to enter, access, retrieve, and extrapolate information.
- Knowledge of AP Style, Adobe Creative Suite programs (such as Illustrator, InDesign, and Photoshop) and graphic design concepts strongly preferred.
- Ability to prioritize data and tasks and meet multiple agency and media deadlines.
- Ability to coordinate citizen service center activities within the public information office.
- Ability to compile, organize, and analyze data.
- Ability to use a computer spreadsheet program.
- Ability to perform photography assignments.
- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering the larger organizational or team goals rather than individual concerns.
- Ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

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, walk, stoop, kneel, crouch, or crawl; 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.