

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.

ANIMAL SERVICES PROGRAM SPECIALIST

Department: Animal Services
Pay Grade: 108
FLSA Status: Non-Exempt
Job Class: 2306
Risk Code: 8831

JOB SUMMARY

Responsible for developing educational programs such as responsible pet ownership, animal cruelty intervention, disaster preparedness, and animal safety, and for coordinating and monitoring the foster program, volunteers, and community service workers.

ESSENTIAL JOB FUNCTIONS

- Plans, develops, and implements effective public education, outreach events, and information programs.
- Prepares, writes, edits, proofs, photographs, and produces publications, brochures, promotional material, media releases, fact sheets, information packets, and flyers/posters to publicize programs in conjunction with the County's Public Information Office.
- Develops, directs, and evaluates department community relations and outreach efforts.
- Serves as a liaison between assigned Marion County departments and the media, community partners, civic and other organizations.
- Assists with coordination of special events, activities, and programs like The FIDO Project, and school or HOA speaking engagements.
- Monitors, develops, and coordinates website content and social media posts.
- Communicates on behalf of the county with direction from the Animal Services Director or Operations Manager in public information matters for responding to highly sensitive matters, emergencies, disasters, or other critical incidents.
- Utilizes public relations skills to provide community and professional presentations and programs.
- Solicits donations to aid in the care, maintenance, and enrichment of shelter animals.
- Pursues public funding for donation accounts maintained by MCAS management.
- Assists in formulating guidelines for communications procedures.
- Assists in the dissemination of information to the public, news media, and other governmental entities during disaster events.
- Undertakes and performs special public education projects as needed and/or directed by mandates, the Board of County Commissioners, or county administrator.

- Serves as the lead person in overseeing the volunteer, community service, and foster programs.
- Assists with processing citizen requests for information, complaints, and suggestions in a timely manner, and from the department's email.
- 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 has no supervisory responsibility. May occasionally function as a lead worker for a small group of employees (one to five) in the absence of a designated lead position.

QUALIFICATIONS

Education and Experience:

Bachelor's Degree in Communications, Public Relations, or related field or equivalent; and three (3) years' responsible experience in municipal public relations; 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.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.
- 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 draw and interpret bar graphs.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Ability to explain records and procedures to others as a lead worker.
- Ability to exercise judgment regarding use of equipment, tools, and materials.
- Knowledge of the principles of organization and public administration and of the functions, operations, and structure of governmental organizations.

- Knowledge of sources of information related to animal services.
- Knowledge of the principles, practices and techniques of public information and public relations work.
- Knowledge of personal computers and programs including desktop publishing.
- Skills in oral and written communication and presentation.
- Ability to write and produce clear and concise reports, publications, memoranda, and letters.
- Ability to develop and maintain effective working relationships with media representatives and department personnel and ability to communicate clearly with the general public.
- Ability to establish and maintain effective relations with city, county, state and federal officials and the general public.
- Ability to regularly meet immediate and unexpected deadlines relating to materials, announcements, and media events.
- 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 larger organization or team goals rather than individual concerns. Includes the 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 medium which requires exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects. While performing the duties of this job, the employee will be regularly required to talk or hear; frequently required to sit; occasionally required to stand, walk, reach with hands and arms, stoop, kneel, crouch or crawl, and use hands to finger to handle or feel.

WORK ENVIRONMENT

Work is performed primarily in an indoor environment with limited exposure to adverse environmental 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.