

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



SOCIAL MEDIA COMMUNICATIONS SPECIALIST

JOB CODE: 30220	PAY GRADE: 16	PAY RANGE: \$49,650 - \$79,439
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GENERAL DESCRIPTION

Under the general direction of the Communications and Public Education Manager, manages the agency's social media accounts. The member is responsible for the day-to-day maintenance of social media accounts, monitoring user interactions, content creation, development of the agency's social media strategy, and utilizing analytical tools to evaluate the success of the agency's social media presence. Work is reviewed through conferences and observation of results obtained.

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Manages day-to-day maintenance of social media accounts including the drafting of copy, scheduling of posts, and any technical aspects across all channels and platforms including, but not limited to, Facebook, Instagram, Twitter, YouTube, Nextdoor, and LinkedIn
- Monitors social media platforms daily and responds to comments or inquiries from users in a timely manner
- Coordinates and assists with content development, often field-based, with multimedia staff and other agency members including photography, video production, and graphic design
- Records and edits short-form video for social media purposes
- Assists with communications projects designed to promote the agency, agency members, and our community partnerships
- Leads the development and oversees the implementation of social media strategies
- Hosts regular social media briefings with key staff and participates in meetings as the social media subject matter expert as needed
- Remains current on relevant topics that could impact the agency or the community
- Conducts research and stays up to date on social media tools and trends to ensure content is appropriate, efficient, and timely
- Develops and cultivates a collaborative partnership internally with agency bureaus, divisions, and members to advise and align on social media projects or objectives
- Utilizes various analytical tools to continuously monitor and evaluate the agency's social media presence, utilization, and performance
- Assists Communications and Public Education Manager with projects as needed
- Regular and reliable attendance is required as an essential function of the position

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- This position may be considered essential and, in the event of an emergency or natural disaster, may be required to report to work
- Participates in Sheriff's Office recruitment and community relations activities as directed
- This list is not intended to be all-inclusive and you may not be responsible for every item listed. The employer reserves the right to assign additional functions and responsibilities as necessary

QUALIFICATIONS

- Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Communications, Public Relations or a related field
- One (1) year related experience in marketing, communications, public relations, or a related field
- Or equivalent combination of education and experience
- Through work history, must demonstrate experience in writing and editing media
- Bilingual skills preferred
- Must possess a valid Florida driver's license

KNOWLEDGE, SKILLS, AND ABILITIES

- Extensive knowledge and experience with commonly used social media platforms and their features
- Experience producing short-form video for various social media applications
- Knowledge of social media analytical tools and mainstream third-party social media management applications
- Experience working collaboratively with a team to develop content and implement strategies
- Knowledge and understanding of professional social media management
- Ability to maintain good relations with the public and members of the media
- Knowledge of the basic techniques involved in photography and video production
- Desire and ability to learn developing communications process and growing trends
- Exceptional reading and analytical skills
- Flexibility to work after regularly scheduled hours on occasion
- Ability to perform all functions of the job classification without posing a direct threat to the health or safety of other individuals in the workplace



PHYSICAL ABILITIES

The physical abilities listed below are estimates of time spent during a typical work day to perform essential functions and responsibilities. Members in this position may be required to:

- Sit up to 8 hours per day
- Stand up to 1 hour per day
- Walk up to 3 hours per day
- Drive up to 1 hour per day
- Occasionally lift up to 10 lbs.
- Occasionally bend, reach and twist