

# Pinellas County Sheriff's Office

*"Leading The Way For A Safer Pinellas"*



## PUBLIC INFORMATION OFFICE SPECIALIST

<b>JOB CODE: 30280</b>	<b>PAY GRADE: 15</b>	<b>PAY RANGE: \$45,830 - \$73,329</b>
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### GENERAL DESCRIPTION

Under the direct supervision of the Public Information Office Sergeant, this position performs professional work of considerable difficulty in writing and editing a wide variety of items for publishing. The incumbent is responsible for the preparation of news releases, articles, speeches, scripts for agency videos, and program proposals. Work is reviewed through observation and results obtained. **Pinellas County residency preferred for call-out response requirements.**

**SUPERVISES OTHERS:** No

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Serves as liaison with local and national media on behalf of the Sheriff and maintains a professional, working rapport with electronic and print news media;
- Writes, edits, and distributes sheriff's office news releases;
- Makes decisions on when and how to communicate complex issues to the media;
- Plans and implements all aspects of news conferences and associated materials for dissemination;
- Writes articles, speeches, scripts for agency videos, and program proposals;
- Develops and cultivates a working rapport with command staff and agency members;
- Uses various social media platforms to communicate agency information;
- Plans and implements all aspects of award, promotion, and swearing-in ceremonies; writes appropriate scripts, nominations, and press releases related to these events;
- Responds to public records requests from media;
- Participates in sheriff's office recruitment and community relations activities as directed.

This position is considered essential and, in the event of an emergency or natural disaster, will be required to report to work.

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

- Bachelor's degree granted by an accredited institution recognized by the U. S. Dept. of Education in journalism, public relations, marketing, or related field.
- Three (3) years' related experience in writing, communications, journalism, or related field.
- Or equivalent combination of education and/or experience.
- Through work history, must demonstrate experience in writing and editing media.
- A writing sample will be required to assess above average writing skills.
- Bilingual skills highly desirable.
- Must possess a valid Florida driver's license.

## KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional writing, editing, reading, and analytical skills;
- Ability to maintain effective working relations with the public and news media representatives;
- Ability to make decisions on when and how to communicate complex issues with the media;
- Effective verbal and written communication skills to respond to inquiries from the media and the public in a professional and articulate manner;
- Knowledge of Florida Public Records Law when dealing with the media on a daily basis and when responding to inquiries from citizens and agency members;
- Knowledge and experience with current social media platforms and demonstration of sound judgment regarding when to publish content on social media, website, etc.;
- Knowledge of printing and graphic reproduction practices;
- Knowledge of the basic techniques involved in photography and video production;
- Excellent organizational and time management skills;
- Flexibility in scheduling required for evening and weekend on-call rotation;
- Ability to identify existing or potential problems and to develop ways to resolve issues;
- Working knowledge of the functions, activities, requirements, and objectives of the area assigned;
- 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 requirements to perform the essential functions and responsibilities.

- 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, or twist