

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



PUBLIC RELATIONS SPECIALIST

JOB CODE: 30260	PAY GRADE: 14	PAY RANGE: \$43,921 - \$70,273
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GENERAL DESCRIPTION

Under the supervision of the Communications and Public Education Manager, 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 internal/external written communication, articles, and scripts and production of select agency videos, public service announcements, and program proposals as assigned. Work is reviewed through observation and results obtained.

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Assists with communications projects designed to promote the agency, agency members, and our community partnerships;
- Assists in the preparation and distribution of Sheriff's Office newsletters, pamphlets, PSAs, social media, agency videos, and website content;
- Writes and edits member newsletter, brochures, pamphlets, and prepares these and other materials for publishing;
- Uses various social media to communicate information about agency programs and services;
- Develops and cultivates a working rapport with command staff and agency members;
- Assists with the implementation of all aspects of news conferences and associated materials for dissemination;
- Writes articles, internal/external communication, scripts for agency videos, public service announcements, and program proposals;
- Produces video projects from start to finish using iMovie, Windows Movie Maker, or similar programs;
- Composes correspondence on behalf of the Sheriff to citizens, elected officials, events sponsors, etc.
- Assists Communications and Public Education Manager with projects as needed
- Participates in Sheriff's Office recruitment and community relations activities as directed.

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 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

- Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Public Relations, Political Science, Marketing or related field, OR
- Graduation from an accredited college or university with an Associate's Degree in Journalism, Public Relations, Political Science, Marketing or related field AND two (2) years' related experience in writing, communications, journalism, public policy, OR
- High School graduation or equivalent diploma from an institution accredited by an accrediting body recognized by the U. S. Dept. of Education or licensed as a degree granting institution by the Commission for Independent Education AND four (4) years' related experience in writing, communications, journalism, public policy
- 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
- This position will require applicant to submit three (3) writing samples, upon request

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional writing and editing skills
- Ability to maintain good relations with the public and members of the media
- Knowledge and experience with current social media platforms
- Demonstration of sound judgment regarding when to publish content on social media, website, etc.; seeks supervisor's direction when needed
- 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
- Knowledge of printing and graphic reproduction practices
- 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, or twist