

# Pinellas County Sheriff's Office

*"Leading The Way For A Safer Pinellas"*



## DIRECTOR - PUBLIC RELATIONS

<b>JOB CODE: 10036</b>	<b>PAY GRADE: MJR/DIR</b>	<b>SALARY RANGE: \$176,750</b>
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### GENERAL DESCRIPTION

Under the general direction of the Sheriff, the main focus of this position is to perform professional administrative and supervisory functions of unusual difficulty in the planning, directing, and management of public relations as it relates to the agency. This position is responsible for the strategic direction of the Public Relations Bureau. Work is reviewed through observation and results obtained.

**SUPERVISES OTHERS:** Yes

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Responsible for their subordinate employees' welfare and care, individual training in the conduct of their duties and mentoring
- Reviews subordinates work performance, conducts open and honest performance counseling, appraisals and evaluated conditions of performance, initiates corrective action and/or disciplinary action as necessary
- Ensures subordinates meet agency standard in personal appearance, maintains and accounts for materials and agency equipment as prescribed by Sheriff's Office policy, special or General Orders and Standard Operating Procedures (SOPs)
- Provides guidance to Bureau components to ensure compliance with established procedures, policies, and rules as it relates to all media communications, including, but not limited to, print, online, and social media
- Develops, integrates, and implements PR activities designed to enhance the agency with elected officials, media, and citizens
- Works with media outlets to publish timely agency information, such as press releases, brochures, and other materials
- Advocates on behalf of the agency with external stakeholders and the media across all communications channels and vehicles
- Ensures communication strategy is consistent and reflects the organization's strategic vision
- Advances the agency's position with relevant constituents
- Implements new media (social) strategies and grow online supporter base and traffic

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- Develops and executes varied and integrated communications products including website, print publications, newsletters, online communications, videos, photographs, flyers, media and public relations
- Directs internal events (promotional ceremonies, award ceremonies, swearing in ceremonies, crossing guard appreciations, advisory board appreciation etc.)
- Directs external functions and events designed to maintain continuity of message and enhance our relationship with citizens (citizens academy, sheriffs advisory board, alumni association, Police Athletic League - PAL, Florida Sheriff Youth Ranch - FSyr activities etc.)
- Directs legislative affairs to analyze and research impactful legislation, work with elected officials to ensure agency impact is understood by lawmakers and propose fixes to legislation as needed
- Adjusts the strength of the Bureau in accordance with its need for efficient service to ensure maximum utilization of personnel and make recommendations for policy changes to the Sheriff
- Regular and reliable attendance is required as an essential function of the position
- This position is considered essential and, in the event of an emergency or natural disaster, will 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 Business Administration, Public Administration or related field
- Eight (8) years' experience in a public relations related field
- Four (4) years' supervisory experience
- Or equivalent combination of education and experience
- Knowledge of law enforcement preferred
- Must possess a valid Florida driver's license
- Consideration for this position requires a credit check



## **KNOWLEDGE, SKILLS, AND ABILITIES**

- 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 of the basic protocols and resources necessary to follow the activities of the Florida Legislature while in and out of session
- Ability to plan and organize the work of subordinate supervisors in a manner conducive to full performance and high morale as reflected in outstanding staff inspections
- Ability to promote and maintain effective relations with members of the Executive Staff, departments under the County Commissioners, the general public and other stakeholders
- Communication skills, both oral and written to communicate effectively at all levels of the organization and with outside agencies
- Ability to operate equipment and instruments utilized in meeting job requirements and operational responsibilities
- Organizational and time management skills
- 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 7 hours per day
- Stand up to 1 hour per day
- Walk up to 1 hour per day
- Drive up to 1 hour per day
- Occasionally lift up to 20 lbs.
- Occasionally bend, squat, reach, kneel and twist