

# PUBLIC INFORMATION MANAGER

Job Code	Pay Grade
07554	SM5b

## Nature of Work

This is a highly responsible administrative, managerial and supervisory work responsible for journalistic and graphic work in preparation for print and electronic media use to support the functions and activities of the Pinellas County Marketing and Communications Department. Primary responsibilities include: direct supervision of professional staff; production, dissemination and coordination of public information services; and ensuring that quality services are provided to customers, media and community partners. A high degree of independence, sound judgment, initiative, attention to detail and administrative ability is essential. Work is performed under the supervision of the Bureau Director, Marketing and Communications, and is reviewed by observation, conferences, oral and written reports, as well as results obtained.

## Minimum Qualification Requirements

- 8 years professional experience producing journalistic and graphic work in preparation for diverse marketing and public relations print and electronic media use that includes 1 year as a supervisor; or
- Associate's degree in public relations, marketing, media production, journalism, communications, public administration, or related field and 6 years experience as described above; or
- Bachelor's degree and 4 years experience as described above; or
- An equivalent combination of education, training, and/or experience.

## Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities and credentials relevant to a position.

## Illustrative Tasks (These are examples and are not all inclusive.)

- Directs, plans and coordinates activities of the work performed by direct supervision and evaluation of subordinate professional staff.
- Coordinates public information efforts and assignments among a team of public information specialists, graphic designers, videographers, administrative and technical staff.
- Directs and manages creation of a wide variety of informational, educational and promotional pieces including: news releases, social media content, printed materials, web content and video scripts.
- Writes informational, educational and promotional materials; creates news releases, brochures, newsletters; produces both video and radio shows.
- Promotes a variety of county-related programs through public speaking, conducting tours, and providing information to news media, government officials, system providers, etc.
- Serves as a media liaison and effectively provides in-person, telephone and on-camera interviews on a variety of county topics.
- Performs related work as assigned or required.

## Knowledge, Skills, and Abilities

- Knowledge of the principles of public administration and management.
- Knowledge of the practices and principles of public information and public relations.
- Knowledge of the principles, practices and methods of information media.
- Knowledge of county government organization and functions.
- Knowledge of effective use of alternative media presentation and format.
- Knowledge of recent developments and advancement in communications methodologies and technologies.
- Knowledge and skill in the use of office automation and desktop publishing equipment.
- Knowledge of producing print and video mediums.

# PUBLIC INFORMATION MANAGER (continued)

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## Knowledge, Skills, and Abilities (continued)

- Knowledge and use of AP Style in creation of written communications pieces.
- Skill in public speaking.
- Ability to apply computer applications and software.
- Ability to exercise good judgment in analyzing situations and making decisions.
- Ability to plan, direct and supervise work of subordinate employees.
- Ability to simplify complex topics and scenarios into customer-friendly communication pieces.
- Ability to manage high-sensitivity scenarios with tact and diplomacy.
- Ability to meet stringent and dynamic deadlines with accuracy.

For official use only

Revised	EEOC Code	Overtime Code
9/16	Officials & Managers	Exempt