



Communications Coordinator

Category: Exempt
Pay Grade: 150
Job Code: 19226

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Performs professional communications work to support public outreach and engagement activities for the Clerk of the Circuit Court and Comptroller. The person in this position will be responsible for overseeing, planning, coordinating and facilitating all aspects of public and community outreach efforts for the Clerk's office; overseeing publications including brochures, annual reports, newsletters, and press releases; maintaining and updating the Clerk's web page and social media platforms. Work is performed with considerable independent judgment and initiative under the general supervision of the Clerk of the Circuit Court, Executive Director, or designee. The ability to communicate effectively in written and oral communications is a must.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Facilitates the meeting of organization development teams for the purpose of diagnosing system problems, and implements strategies for increasing effectiveness;
- Assists individual managers and supervisors in implementing organizational changes in web services;
- Reviews the current publications, literature, and keeps the organization's web page system and social media sites up to date;
- Assists Clerk in preparing for speaking engagements;
- Prepares correspondence on behalf of the Clerk;
- Prepares speeches for the Clerk and schedules interviews with media outlets and public speaking engagements;
- Performs outreach and develops relationships with citizen and community groups, associations, and organizations;
- Acts in a liaison capacity with community leaders, tour groups, other governmental agencies, community groups and citizens requesting information on Clerk-related services and activities;
- Plans and coordinates the public engagement activities for the office;
- Manages/maintains/updates the Clerk's social media platforms;
- Prepares and distributes press releases for office initiatives;
- Implements, maintains, and updates Clerk's branding agencywide;
- Creates PowerPoint presentations and printed materials to include posters, rack cards, social media posts and press releases for internal and public outreach campaigns and Clerk staff;
- Coordinates, compiles, and publishes the Clerk's newsletter;
- Develop surveys to collect feedback and compiling survey results into reports;
- Serves on the Clerk's team before, during and after emergency events and situations;
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Six (6) years of experience in developing and editing communications materials like newsletters, press releases social media, blogs, and presentations and a background in writing, public speaking, content creation for social and print media; or Associate degree in public relations, journalism, communications, or a related field and four (4) years of experience as described above; or Bachelor's degree as described above and two (2) years of experience as described above; or an equivalent combination of education, training and/or experience.

Special Qualifications (May be required depending on area of assignment):

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Must be able to manage responsibilities for community outreach activities beyond regular business hours including extended workdays, evening, and weekends.
- 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.

Knowledge, Skills and Abilities:

- Knowledge of web design;
- Knowledge of the objectives, methods, and problems of organizational development;
- Knowledge of modern business methods and procedures applicable to public administration;
- Knowledge of the methods used in making statistical surveys and the preparation of reports;
- Knowledge of the functions, operations, and structure of the Clerk's Office and Pinellas County Government;
- Skill in writing a variety of messages to a diverse audience;
- Skill in listening;
- Skill in assembling complex technical data in a reasonable, timely and comprehensive manner;
- Ability to apply computer applications and software;
- Ability to assist employees and managers with on-line services;
- Ability to establish good working relationships with other public agencies and the public;
- Ability to present oral and written comments and recommendations clearly, and concisely;
- Ability to communicate effectively in written and oral communications.

PHYSICAL/MENTAL DEMANDS

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:

- **Balancing:** Maintaining body equilibrium to prevent falling while walking, standing or crouching on narrow, slippery, or erratically moving surfaces. The amount of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
- **Feeling:** Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- **Fingering:** Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- **Grasping:** Applying pressure to an object with the fingers and palm.
- **Handling:** Picking, holding, or otherwise working, primarily with the whole hand.
- **Hearing:** Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discrimination in sound.
- **Mental acuity:** Ability to make rational decisions through sound logic and deductive processes.
- **Reaching:** Extending hand(s) and arm(s) in any direction.
- **Repetitive motion:** Substantial movements (motions) of the wrist, hands, and/or fingers.
- **Speaking:** Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to other workers accurately and concisely.
- **Talking:** Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.

- Visual acuity: Have close visual acuity such as color differentiation, depth perception, and adequate field vision.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is typically performed in a dynamic environment that requires sensitivity to changing goals, priorities, and needs.