

City of DeFuniak Springs

71 US Hwy. 90 W.
Post Office Box 685
DeFuniak Springs, FL 32435



Phone: 850-892-8500
Fax: 850-892-8506
TDD: 850-892-8504

www.defuniaksprings.net

JOB NOTICE **PUBLIC RELATIONS MANAGER – ADMINISTRATION DEPARTMENT**

Post Date: November 23, 2021

Close Date: Open Until Filled

FLSA Status: Exempt

Starting Pay Range: 43,450.85-74,735.46 DOQ

Job Summary:

Under the general direction of the City Manager, performs responsible promotional and informational work in the preparation of publicity and development of promotional programs and material designed to improve public awareness of City services, programs, activities, plans and projects. Work involves responsibility for the oversight, development, maintenance, and enhancement of a comprehensive informational program for all areas of interface between the City and the public, and establishment of professional working relationships to expand opportunities for improved interface with the public. This position works at the will and administrative direction of the City Manager.

Essential Job Functions:

- Responsible for the development, maintenance, and enhancement of a comprehensive informational program for all areas of interface between the City and the public, and establishment of professional working relationships to expand opportunities for improved interface with the public.
- Responsible for educating the community on government services.
- Serves as City spokesperson.
- Serves as primary liaison person with news media. Must be proactive in getting information out to the media and coordinating interaction between the media and City officials.
- Coordinates media interviews with appropriate City officials.
- Serves as City's website and social media administrator and updates content and design as necessary.
- In cooperation with City departments, compiles and summarizes material and data to be used in presenting information to the news media and the public.
- Serves as central point for quality and branding control for all City websites, publications, and outreach programs.
- Prepares and disseminates media releases and creates content regarding City activities, programs, plans, projects, emergencies, and special events.
- Drafts and publishes brochures, flyers, posters, annual reports, and other marketing materials to promote or relating to City services and events.
- Develops and sustains promotional programs in conjunction with educational institutions, local business groups, and service organizations.
- Oversees productions of commercials and promotional videos for the City.
- Photographs special events and projects for City's use.
- Writes articles for various publications, as required.
- Responds to emergency situations and coordinates release of information to the media. May require after hours work.
- Attends special meetings of the County's Emergency Operations Center on behalf of the City before, during, and after major storms and disasters to disseminate pertinent information.
- Responds as needed and performs duties outside normally assigned hours.
- Provide interviews for media when appropriate.

- Conducts research, works on special projects and prepares reports for the City Manager.
- Adheres to work schedule and attendance requirements.
- Performs other duties as directed and required.
- Adheres to all safety rules and regulations.
- Must create a positive public image as a representative of the city.

Required Qualification(s):

Bachelors degree, from an accredited college or university. Five (5) years experience in marketing, public relations, journalism, or related field. Must be proficient in Microsoft Office computer programs. Requires a valid driver license.

Preferred/Desirable Qualification(s):

Prior governmental experience. A preferred typing speed of 35 w.p.m. or better.

An equivalent combination of education, training and experience may be substituted for the minimum requirements.

Applications may be obtained by visiting the City's website at www.defuniaksprings.net or City Hall, 71 US Hwy 90 West, DeFuniak Springs, Florida 32433. For more information, please contact the human resources department at 850-892-8500x119.

The City of DeFuniak Springs is an Equal Opportunity/Affirmative Action/ADA Employer/Drug Free Workplace. The City provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military.

City of DeFuniak Springs – Public Relations Manager

FLSA STATUS: Exempt
SUPERVISORY STATUS: Non-Supervisory

DEPARTMENT: Administration
REPORTS TO: City Manager

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ESSENTIAL JOB FUNCTIONS:

The following statements describe the principal functions of this job and its scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the workload.

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- Responsible for educating the community on government services.
- Serves as City spokesperson.
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- Drafts and publishes brochures, flyers, posters, annual reports, and other marketing materials to promote or relating to City services and events.
- Develops and sustains promotional programs in conjunction with educational institutions, local business groups, and service organizations.
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- Photographs special events and projects for City's use.
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- Attends special meetings of the County's Emergency Operations Center on behalf of the City before, during, and after major storms and disasters to disseminate pertinent information.
- Responds as needed and performs duties outside normally assigned hours.
- Provide interviews for media when appropriate.
- Conducts research, works on special projects and prepares reports for the City Manager.
- Adheres to work schedule and attendance requirements.
- Performs other duties as directed and required.

- Adheres to all safety rules and regulations.
- Must create a positive public image as a representative of the city.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of modern office techniques, procedures and practices.
- Knowledge of the methods, principles, and practices of journalistic writing and editing as applied to public relations and promotion of municipal activities including:
 - Publication design, layout, and preparation of materials.
 - Photography and photo editing.
 - Media relations (including support for emergency operations).
 - Video shooting and editing.
 - Web design, productions, and maintenance.
- Knowledge of the principles and practices of public relations work including verbal, written, and visual presentations.
- Knowledge of municipal organization and functions and the relationships within municipal government and other levels of government.
- Knowledge and ability in effective use of the internet and other alternative media, including fluency in both use of social media and the means to gauge its effectiveness.
- Knowledge of various software platforms to develop public information announcements, promotions, social media posts, and website maintenance.
- Skilled in dealing with customers and able to handle stressful situations.
- Ability to speak in English, both clearly and concisely.
- Ability to hear and understand conversations in English in various tones of voice, as well as accents.
- Ability to communicate clearly, concisely and accurately verbally and in writing with employees, Department Directors, other agency representatives, City Officials, and the public.
- Ability to establish and maintain effective working relationships and collaborate effectively with a diversity of individuals both internally and externally.
- Ability to conduct singular or mass-media press briefings.
- Ability to apply principles of marketing and branding to municipal communication functions.
- Ability to analyze a wide variety of complicated facts and to exercise a marked degree of independent judgement in arriving at conclusions and disseminating information.
- Ability to conduct research and prepare reports with minimal supervision.
- Ability to make oral and written presentations.
- Ability to make sound professional judgment based on department needs and cost effectiveness.
- Ability to meet multiple deadlines and possess strong organizational skills, including attention to detail.
- Ability to work with extreme accuracy while under pressure/stress and with frequent interruptions.
- Ability to travel occasionally for meetings, training, or career development.
- Ability to lift and carry photography/video equipment to and from work locations.

QUALIFICATIONS, TRAINING AND EXPERIENCE:

Required Qualification(s):

Bachelors degree, from an accredited college or university. Five (5) years experience in marketing, public relations, journalism, or related field. Must be proficient in Microsoft Office computer programs. Requires a valid driver license.

Preferred/Desirable Qualification(s):

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PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee successfully to perform the essential functions of this job. The work environment characteristics are those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Physical Demands:

Requires the ability to coordinate hands and eyes using modern office equipment and must have moderate levels of eye/hand/foot coordination. Requires use of hand/fingers to handle, feel, and operate objects, tools, or controls such as keyboard; and reach with hands and arms. Specific vision abilities require close vision and ability to adjust focus. Requires the ability to differentiate colors and shades of colors and the ability to talk and hear. Must be able to lift and/or move up to twenty-five (25) pounds. Physical demands are in excess of sedentary work; requires prolonged periods of standing. Occasionally required to stand, walk, stoop, kneel, and crouch.

Work Environment:

Typical work environment will be in an office setting. The noise level is usually quiet to moderate. Occasionally exposed to outdoor weather. Requires occasional travel representing the city at meetings, in various professional associations, or for training and career development.

This job description is not intended to be a contract for employment, and the employer reserves the right to make any necessary revisions to the job description at any time without notice.

Employee Signature: _____ Date: _____