

**BOARD OF SUMTER COUNTY COMMISSIONERS  
JOB DESCRIPTION**

**JOB TITLE:**               **Communications Specialist**

**DEPARTMENT:**           **County Administrator**

**DIVISION:**               **Public Information Office**

**GENERAL DESCRIPTION:**

Responsible position that performs specialized work in content development, marketing, brand management, and digital media integration to promote programs, services, and activities of the Board of Sumter County Commissioners (BOCC). Responsible for performing work involving the coordination, production, and dissemination of public information; videos, photographic, and multimedia projects; and content for county websites, social media, and printed communications pieces.

**ESSENTIAL JOB FUNCTIONS:**

1. Creates content for printed and electronic communications pieces, coordinates county events, administers the County's various social media platforms and performs related professional and administrative work.
2. Monitors website and social media pages to improve the efficiency to aid citizen queries to the appropriate department for resolution.
3. Responsible for writing and posting content using best practices for online marketing and research techniques like search engine optimization (SEO).
4. Coordinates promotional material design for distribution through offline channels and media: plans and schedules interviews and press conferences as directed.
5. Utilizes desktop publishing and electronic publishing software to design page layouts and edits digital videos and images.
6. Coordinates and collaborates with the Public Information Officer to develop plans and standard operating procedures.
7. Maintains required files, records, and communication logs. Responsible for completeness, timeliness, and accuracy of information disseminated.
8. Employees hired on or after February 1, 2016, must be a tobacco-free person, both on and off the job, for at least one (1) year immediately preceding application and maintain the same tobacco-free status throughout the term of employment.
9. In case of an emergency or crisis situation (hurricane, flood, etc.), the position must respond/perform recovery duties as assigned by the immediate supervisor. All employees will be required to work before, during, or after an emergency. During an emergency, employees may temporarily be assigned to work and perform duties outside the normal scope of their position, location, and work schedule to fit the needs of the County and its citizens.
10. Face tattoos (from ear to ear and hairline of the forehead to the bottom of the chin) are prohibited.
11. Maintain regular physical attendance during work hours as assigned at one of the County's offices or work facilities with the ability to work evenings, nights, and holidays as required.

*(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as requested.)*

**MINIMUM QUALIFICATIONS:**

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge of journalistic principles, content planning, and public relations.
- Knowledge of various social media platforms.
- Skill in the use of personal computers, including word-processing software and spreadsheet programs.
- Skill in the use of various social media platforms
- Ability to speak in a clear, well-modulated voice and deal with the public in a firm, courteous, tactful, and impartial manner.
- Ability to make sound decisions during stressful situations.
- Ability to communicate effectively, both orally and in writing, and to listen and understand.
- Ability to follow established protocols and follow the chain of command.
- Ability to maintain flexibility and adaptability when performing tasks and duties in a dynamic environment.
- Ability to establish and maintain effective working relationships with others.

**EDUCATION AND EXPERIENCE:**

- Graduation from an accredited high school or possession of an acceptable equivalency diploma.
- Graduation from an accredited college or university with an Associate Degree in Public Relations, Marketing, Advertising, Journalism, Communications, or a closely related field.
- Two (2) years of experience with media marketing and promotions.

**LICENSES, CERTIFICATIONS, OR REGISTRATIONS:**

- Valid Florida Driver's License and a driving record acceptable to the insurance provider.
- Required National Incident Management System (NIMS) certifications within six (6) months of employment.

**ESSENTIAL PHYSICAL SKILLS:**

- Acceptable vision (with or without correction)
- Acceptable hearing (with or without correction)
- Walking
- Standing
- Bending
- Stooping
- Must be able to operate a motor vehicle

**ENVIRONMENTAL CONDITIONS:**

- Primarily works in a climate-controlled office environment.
- Some travel to other locations out-of-doors, visiting County staff, public and field projects

**Reasonable accommodation will be made for otherwise qualified individuals with a disability.**

FLSA Non-Exempt Status

Revised 08/29/2023