



Job Title:	Public Information Specialist		
Department/Group:	City Manager	Supervisor:	City Manager
Location:	Madeira Beach City Hall 300 Municipal Drive Madeira Beach, FL 33708		
Level/Salary Range:	\$17.00 - \$27.00 / Hour	Position Type:	Full Time
HR Contact:	Human Resources Coordinator	Date Posted:	
External Posting URL:	www.madeirabeachfl.gov	Posting Expires:	
Applications Accepted By:			
FAX OR E-MAIL: (727) 399-1131 OR humanresources@madeirabeachfl.gov Subject Line: Public Information Specialist Attention: Human Resources – Recruiting		MAIL: City of Madeira Beach 300 Municipal Drive Madeira Beach, FL 33708	
Job Description			
SUMMARY: <p>The Public Information Specialist is professional work of more than ordinary difficulty and is responsible for the internal and external communications and acts as an assistant spokesperson for the City in the absence of the City Manager. This position acts as the principle liaison for publication and collateral production. Responsible for developing and implementing the City’s Communication and Marketing Plan which includes public service announcements, press releases, newsletters, social and media communications for the City. Work requires considerable independent judgement following established policies, procedures and rules. This classification is supervised by the City Manager with work reviewed through observations, reports, and obtained results.</p>			
ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE: <ul style="list-style-type: none"> Plans, develops, organizes, manages and evaluates all Communication activities of the City. Create and manages Strategic Communications/Marketing Plan. Gathering and distributing accurate and timely information as required by the established guidelines and ensure understanding by recipient through facts. Writes or edits and submits media releases, articles for newspaper or other publications of City events and services. Develops and maintains media contacts, acting as a liaison to media representatives, establishing and maintaining good relations. Recognizes public information and media opportunities and assists and advises department staff in the planning, production, and implementation of those opportunities. Responds to citizen inquiries either directly or by forwarding them to the appropriate employee or department. Monitors evolving technologies and trends and implements new information strategies. Oversees the City website, develops and maintains areas of the site, ensuring a professional social media presence and utilizing best practices for online engagement. Acts, when needed, can act or assist the City Manager as the City’s Emergency Operations Public Information Officer. Keeps abreast of City events, projects, policies and developments. 			



- Collect, assemble and maintain under a law or ordinance the transactions of official City business.
- Leads efforts to cultivate and maintain a positive image of the City.
- Prepares the layout, printing and dissemination of monthly and annual reports.
- Enters requisitions and makes other purchases and materials for media services
- Performs related work as required.

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- Bachelor's Degree in Communications, Public Relations, Journalism, English, or a related field.
- Minimum of 3 years related full-time experience in mass media, public relations, or publishing.
- State level Public Information Officer Certification preferred or able to attain within 1 year of employment.
- Master's Degree preferred.
- A valid Florida Driver's License or ability to obtain one within 30 days of hire.

KNOWLEDGE, SKILLS AND ABILITIES:

- Working knowledge of accepted concepts and practices of public relations, principles, procedures, and techniques of communications media, including television, radio, film, newspaper, meetings, conferences, and personal presentations.
- Excellent communications skills both orally and in writing to provide clarity and accuracy and support proper decision-making by delivering the right message, to the right people, at the right time.
- Familiarity with City government organization and function.
- Familiar with questions about policies and procedures used by the government, not only from the media, but the public as well. Studying and reviewing procedures on a continual basis.
- Ability to develop and maintain effective working relationships with staff, news media, and the public.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

- 85% of work is inside a climate-controlled building, 15% outside which includes driving.
- The essential functions of the job require: sitting approximately six (6) hours per day, standing approximately one (1) hour per day, and walking approximately one (1) hour per day. The job also requires frequent: bending/stooping, fine manipulations, grasping, kneeling, reaching, lifting/carrying objects weighing up to 15 pounds, with occasional: climbing, pulling, and pushing. On rare occasions the work requires: repetitive motion and lifting/carrying objects weighing more than 45 pounds.
- Hearing: Ability to understand what others are saying in normal conversation and on the telephone. Speaking: Ability to communicate orally with others and speak effectively on the telephone. Seeing: Ability to see and read computer monitor screens, operate a vehicle, and read normal and/or fine print.
- Work requires the ability to operate office machines, telephone, fax, scanner, photocopier, and computer and broadcast equipment.

ADDITIONAL NOTES:

Reasonable accommodation consideration will be made for otherwise qualified individuals as defined by the Americans with Disability Act.

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date:	