



CLASSIFICATION DESCRIPTION

TITLE: PUBLIC RELATIONS SPECIALIST

JOB CODE: 14 EXEMPT

GENERAL DESCRIPTION OF DUTIES

Under general supervision, the purpose of this position is to enhance the City's Communications and Marketing efforts by performing a variety of public relations tasks including writing news releases, newsletters and other print materials, web content, and social media content; graphic design, photography, community outreach and event coordination. Performs related work as directed.

SPECIFIC DUTIES AND RESPONSIBILITIES

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Collaborates with colleagues to plan, organize and implement City's communications and marketing goals and objectives including public relations campaigns.
- Assists in the ongoing development and implementation of the City brand; ensures all communications are consistent with the City brand.
- Writes content for a wide variety of materials for all City departments including newsletters, news releases, reports, brochures, web content, blog posts, letters, scripts and social media campaigns; and assists with editing.
- Produces graphic design and assists in the development and production of promotional marketing materials and content.
- Plans and implements a variety of community relations programs and assists with coordination of ceremonial events such as groundbreakings and grand openings.
- Contributes to the City's ongoing social media and brand campaigns.
- Assists in development and implementation of comprehensive market research primarily through consumer surveys.
- Takes photographs for communications and marketing purposes.
- Communicates effectively with staff, community groups, City officials and employees.

- Performs related duties as directed.

MINIMUM TRAINING AND EXPERIENCE

Associate's Degree in Communications, Journalism, Marketing or related field; supplemented by five (5) years progressively responsible experience in the development and implementation of public relations programs and activities or in a writing-based position; or a Bachelor's Degree and two (2) years or an equivalent combination of education, training, and experience.

LICENSES, CERTIFICATIONS OR REGISTRATIONS

Must possess and maintain a valid Florida Driver's License.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to understand and follow written and oral instructions.
- Skill in clearly communicating information both verbally and in writing.
- Extensive knowledge of business English and spelling; knowledge of basic math; ability to prepare business documents and compose letters and memoranda.
- Knowledge and experience with computers, including using Microsoft Office programs especially Word, Excel, PowerPoint and Excel).
- General knowledge of graphic design using Adobe InDesign, Illustrator and PhotoShop.
- General knowledge of common media platforms and ability to use and manage them for the City's communications goals.
- Ability to do graphic design using Adobe InDesign, Illustrator and PhotoShop.
- Ability to operate a DLSR camera for still photography.
- Ability to work independently to carry out assignments to completion.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.
- Ability to manage a variety of projects in an effective manner.

PHYSICAL REQUIREMENTS

- While performing the essential functions of this job the employee is frequently required to stand, walk, sit; use hands to finger, handle, or feel; talk or hear; and lift and/or move up to 10 to 20 pounds.
- While performing the essential functions of this position the employee may be exposed to disagreeable environmental factors.

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.