HILLSBOROUGH COUNTY SHERIFF'S OFFICE
CHAD CHRONISTER, SHERIFF

Public Relations Coordinator

Job Code: U8742
Pay Grade: UG
Pay Scale: $74,044.48-$111,066.74 Annually
Exempt: Yes

OVERVIEW

Perform complex or specialized public relations work at the technical lead level. Plan, direct, and/or coordinate activities designed to create or maintain a favorable public image or raise awareness for the Hillsborough County Sheriff's Office.

DUTIES & RESPONSIBILITIES

Duties may vary based on assignment.

- Study the objectives, promotional policies, or needs of the agency to develop public relations strategies that will influence public opinion or promote ideas or services; plan or direct development or communication of programs to maintain favorable public perceptions of agency accomplishments, agenda, or public responsibility.
- Develop plans or materials to communicate activities undertaken by the agency that are beneficial to the public safety or other important social issues; arrange public appearances, lectures, or exhibits for the public to increase service awareness or to promote goodwill.
- Establish and/or maintain cooperative relationships with representatives of community, consumer, media, employee, or public interest groups.
- Respond to requests for information from the media or designate an appropriate spokesperson or information source; provide requested public records to the news media after appropriate information has been redacted in accordance with the Florida public records law.
- Maintain a thorough knowledge of departmental rules, regulations, General Orders, memoranda and bulletins in order to answer inquiries from the media or public.
- Write interesting and effective press releases or other media communications and prepare information for media kits; prepare or edit agency communications (e.g., employee newsletters, annual reports, PSAs, videos, brochures) for internal or external audiences.
- Update and maintain content posted on the agency intranet, internet, social media sites, etc.
- Assist in crisis communication and public safety communication efforts.
- Assist in the coordination of ceremonial functions both internal and external; conduct speaking engagements at public events.
- Attend conferences, training classes, and workshops to keep abreast of new trends in public information dissemination.
- Perform other related duties as required.

KNOWLEDGE & ABILITIES

- Extensive knowledge of the principles and practices of media production, communications, and dissemination techniques and methods including alternative ways to inform the public via written, oral, and visual media.
- Extensive knowledge of the functions, services, procedures, and regulations of the area to which assigned.

- Extensive knowledge of various computer software used in the development of communication media.
- Extensive knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Ability to plan, organize, and review the work of others.
- Ability to keep up with the current/emerging technology in the public relations and criminology fields.
- Ability to establish objectives and strategies, identify required resources, and develop plans to carry out work.
- Ability to multi-task.
- Ability to work long hours under high-stress situations, including reviewing case records on homicides; child abuse/neglect cases; sexual assault and other major crime incidents.
- Ability to analyze data and present ideas and information effectively, both orally and in writing.
- Ability to use considerable initiative, think independently, and exercise sound judgment.
- Ability to handle confidential information.
- Ability to use a computer, printer, and word processing software.
- Ability to use various social media platforms.
- Ability to use still and video cameras and still and video camera editing software; photocopier; and sound systems.

SKILLS

- Public Relations Services
- Public Speaking
- Social Media
- Internal Communications
- Media Communications

WORKING CONDITIONS

- Work within an office environment within a law enforcement agency or courthouse/court complex.
- Stand/sit at a keyboard or workstation for prolonged periods.
- May engage in light physical exertion (e.g., lifting, carrying, pushing and/or pulling of objects and materials up to 10 pounds).
- Work standard business hours.
- May work non-standard hours including nights, weekends, and holidays.
- Participate in an on-call status, available 24 hours a day.
- In the event of an emergency or disaster, may be required to respond promptly to duties and responsibilities as assigned by management chain, Division/District Commander, or the Sheriff (or their designee). Such assignments may be for before, during or after the emergency/disaster.

MINIMUM EDUCATION & EXPERIENCE

- A bachelor’s degree or higher in public relations, communications, journalism, media relations, or a closely related field from an accredited institution of higher education.
- Three years of progressively responsible experience in public relations, communications, journalism, or media.

ADDITIONAL JOB REQUIREMENTS

- Attendance at the specified Sheriff's Office work location is required.
- Depending on assignment, employees may be required to possess a valid Florida Driver License at time of employment. Driving history will be thoroughly reviewed and may be grounds for disqualification.
- No visible tattoos on face, head, and neck. Tattoos determined to take away from the professional appearance of the Sheriff’s Office must be covered with an appropriate white,

black, or neutral covering.
- No illegal drug sale within lifetime.
- No illegal drug use within the past 36 months. No marijuana use within the last 12 months.
- No felony convictions within lifetime.
- No misdemeanor convictions involving perjury, false statement, or domestic violence within lifetime.
- No dishonorable discharge from any branch of the United States Armed Forces, the United States Coast Guard, National Guard, or Reserve Forces.
- Successful completion of a background investigation including criminal, reference, employment, and neighborhood checks; polygraph; medical evaluation; and drug screening.
- Live within Hillsborough County or within Citrus, Hardee, Hernando, Lake, Manatee, Pasco, Pinellas, Polk, Sarasota, or Sumter County as long as the residence is located within the 60-mile parameter of Falkenburg Road Jail at the time of appointment/employment (certified only).

The duties and responsibilities on this job description represent the essential functions that an employee must be able to satisfactorily perform with or without reasonable accommodations. Reasonable accommodations shall be made upon request to enable employees with disabilities to perform the essential functions of their job, absent undue agency hardship. The Sheriff's Office retains the right to change or assign other duties to this job as necessary.

PREFERRED QUALIFICATIONS

- Experience with and on television media.