



## Seminole County Sheriff's Office

### SR PUBLIC INFORMATION OFFICER

Class Spec Code: 1070

Established Date: 10/15/2020

Last Revised Date: 02/11/2022

Effective: 02/11/2022

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#### Salary Range

\$19.76 - \$31.67 Hourly

#### Bargaining Unit

N/A

#### EEO

EEO4-Professionals

#### Occupational Group

N/A

#### FLSA

Non-Exempt

#### Benefit Code

FT BENEFITS

#### Physical Class

DTME

#### Classified Service

No

#### General Description

Professional work providing information to the public and the media regarding the operations of the Sheriff's Office and developing community safety and education initiatives.

#### Typical Duties

**Note: Listed functions, duties, responsibilities and skills is not intended to be all-inclusive and the employer reserves the right to assign additional responsibilities as deemed necessary for the operational efficiency of the Sheriff's Office.**

Identifies appropriate initiatives, events and accomplishments to highlight to the media and public. Spearheads and coordinates the release of information through a variety of communication channels (traditional media, social media, and other digital media); Serves as the first point of contact for news media inquiries and is a primary spokesperson for the agency; Conducts interviews with radio, television, online and print media; Responds on scene to address news media at breaking incidents and on high-profile cases.

Maintains a strong working knowledge of Florida's public records law (Chapter 119) and authorizes the release of information in accordance with state statute and agency policy; Coordinates and manages news conferences and availability.?

Serves as the acting Deputy Director in the absence of the Deputy Director of Public Affairs. Directs other staff in the Public Affairs Division during events and initiatives.

Works closely with agency managers to research cases and prepare information for public release. Works closely with executive leadership team to effectively communicate the agency's core message on policy items and high-profile incidents.

Serves as a lead PIO for the ESF 14 function during Emergency Operations Center Activations; Prepares news releases, press kits, news articles, social media content, reports, and other publications as required.

Develops and executes education and outreach campaigns on specific safety initiatives and/or crime trends. Monitors crime rates/trends, citizen feedback, community interests and organizational developments to identify potential opportunities to educate and inform the public.

Assists in the scripting and production of informational/educational videos, public service announcements, publications, and other materials developed to highlight agency programs and initiatives.

Develops and manages content of the Sheriff's Office social media accounts (Facebook, Twitter, YouTube); Prepares content for the public web site, make recommendations for appropriate departmental issues to be posted on website, and works in conjunction with division personnel to ensure site is maintained and updated.

#### Minimum Qualifications

- Bachelor's Degree in Journalism, Public Relations, Communications, or related field
- Five (5) years progressively responsible work experience in law enforcement, journalism or in a news media organization or an equivalent combination of related training and experience

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

### **Knowledge, Skills, Abilities & Other**

Regular and prompt attendance is mandatory in the performance of an employee's duties for this position, to include scheduled work hours, and required training activities, calls for mandatory overtime needs and calls for service during times of an emergency.

Extensive knowledge of journalism and media needs. Knowledge of Public Records laws of Florida. Ability to work independently in carrying out assignments to completion. Ability to speak effectively in front of large and small groups. Ability to make decisions based on factual data. Ability to present ideas clearly and concisely, both orally and in writing. Ability to establish and maintain effective working relationships with the media, co-workers, interagency personnel, and the general public. Computer proficiency. Experience in basic video editing.

### **WORKING CONDITIONS**

The duties of this position may be performed in a sedentary position and may stand or walk for extended periods of time.

### **PHYSICAL ATTRIBUTES REQUIREMENTS**

**Mobility**-Most work is sedentary, some standing, walking, driving; constant use of a computer

**Visual**-Constant overall vision; constant eye-hand coordination; frequent reading/close-up work

**Hearing/Talking**- Requirement to hear normal speech; hearing on telephone; talking on telephone or during presentations

**Emotional/Psychological**-Frequent public contact; decision-making and concentration; ; may be exposed to trauma, grief, graphic violence and death

**Special Requirements**- Ability to behave respectfully and with utmost integrity even when off duty. May be required to respond for any critical incident, manmade or natural; some assignments may require being recalled to work on short notice, working weekends, nights, and/or overtime.