

COMMUNITY INFORMATION DIRECTOR

CODES/PAY RANGE

Class Code: 1017 EEO Code: B FLSA: E Pay Range: C

MAJOR FUNCTION

Highly responsible work directing the County's public information, public relations and communications programs.

ILLUSTRATIVE DUTIES

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Directs all activities and personnel associated with the Community Information activity including work priorities, evaluations, budgets, scheduling, hiring, discipline, and work assignments.

Oversees external and internal communications including news media relations, public relations and public information. Assists the County Manager with meeting the County's communications, public relations, advertising, marketing and economic development objectives.

Creates, oversees and directs advertising, marketing, public relations programs and budgets for the County's business portfolio divisions including Daytona Beach International Airport, Beach Management (Marketing), Ocean Center and VOTRAN. Assists divisions with development and implementation of public information programs/services and news media relations.

Directs the planning, design, writing, editing and production of publications, including brochures, pamphlets, newsletters and the Annual Reports; public events including groundbreaking, building dedications, ceremonies and other major public functions;

Oversees the creation, development and production of all County video and television programs including content, script writing and storyboarding. Serves as the content/news director for the County's public information television program including regular on-camera appearances.

Manages the Citizen Information Hotline; investigates and responds to citizen complaints and inquiries; oversees customer comment card program.

Oversees the cable television liaison function.

Reports directly to the Emergency Management Director during declared emergencies and is responsible for the creation, management and implementation of countywide emergency public information as governed by the Peacetime Emergency Plan.

(Community Information Director continued)

Performs related work as required.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of principles and practices related to the field of journalism, public relations, advertising, marketing, video and television production. Knowledge of county government.

Ability to plan, develop and implement effective community information programs; marketing programs; advertising campaigns. Ability to develop, plan, and write publications, pamphlets, and newsletters, using available journalistic and graphic tools and resources. Ability to understand and explain technical information to the public and answer questions. Ability to develop and maintain effective working relationships within the organization, County Council and community. Ability to communicate effectively, orally and in writing. Ability to supervise subordinate personnel.

MINIMUM QUALIFICATIONS

Bachelor's degree in Journalism, Public Relations, Advertising, Communications, Marketing, or related field and five (5) years of progressively responsible experience in the field of public information, public relations, television, journalism or closely related areas.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

ADA REQUIREMENTS

Physical Demands: Sedentary to light work. Ability to see, hear, talk; finger dexterity.

Mental Demands: Ability to read and comprehend legal documents, reports, abstracts, procedures, instructions, manuals. Ability to write business letters, speeches, manuals, pamphlets, scripts, policies, summaries, evaluations. Ability to speak clearly and concisely relating information, details and procedures to layman; persuasive speaking; public/extemporaneous speaking. Ability to perform basic mathematical functions.

Environmental Demands: Inside work.

Revised 10/97
Replaces 10/94