JOB TITLE: Public Relations Coordinator II
REPORTS TO: Public Relations Manager
ROLE & LEVEL: P2
FLSA STATUS: Exempt
TRAVEL: 0-25%
LOCATION: Destin, FL or Pensacola, FL

WORK OBJECTIVE:
Performs intermediate level professional work for the Emerald Coast Regional Council (ECRC). Responsible for creating opportunities and marketing materials to educate and inform the public on the planning process and programs available through the ECRC and the transportation and planning organizations it supports. Work is performed independently under limited supervision with considerable latitude. Position typically requires processing and interpreting of more complex, less clearly-defined issues.

EXAMPLES OF ESSENTIAL FUNCTIONS:
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.

- Researches organizations and populations for outreach opportunities
- Develops presentations to educate the public on the planning process
- Builds relationships with community leaders and the media
- Creates and places legal ads; develops surveys and designs materials for public meetings
- Responsible for updating information and manuals related to the public participation process
- Represents the ECRC at public events
- Develops public involvement plans for large projects
- Coordinates with consultants and interns as needed on large-scale campaigns
- Designs print pieces; writes articles, public service announcements and news releases; writes, edits and designs a monthly newsletter
-Photographs events and develops a photo library
- Works with senior management and outside organizations on developing a Council-wide marketing plan; coordinates interviews and fields questions from the media; maintains brand standards for marketing pieces; solicits bids and coordinates with vendors
- Researches traditionally underserved populations and develops methods to raise their awareness of transportation issues; creates a platform from which they can provide feedback
- Ensures that all events meet specific federal regulatory compliance guidelines (i.e., Title VI, ADA); coordinates the annual Council-wide compliance training
Emerald Coast Regional Council
Job Description

- Documents all public involvement activities (mandated and elective) and reports findings to appropriate agencies and departments as required
- Solicits input from coworkers on any public involvement activities not handled directly and assesses events for future planning
- Creates and manages the social media content for the ECRC Facebook and Twitter pages as well as specialty social media pages for specific departments, programs and events
- Creates and manages content (written and graphical) on the ECRC website as well as updates content for other staff and departments

MINIMUM QUALIFICATIONS:
Bachelor's degree in communications or related field; supplemented by three (3) or more years' public relations experience. An equivalent combination of education, certification, training, and/or experience may be considered. Must pass a pre-employment drug screen and background check.

In addition to meeting the minimum qualifications listed above, an individual must be able to perform each of the established essential functions in order to perform this job successfully.

PREFERRED QUALIFICATIONS:
- Experience in public speaking
- Experience working for a government entity

KNOWLEDGE, SKILLS, AND ABILITIES:
- Thorough knowledge of social media platforms and social media marketing
- Thorough knowledge of public/community affairs programs
- Thorough knowledge of email marketing programs
- Thorough knowledge of the Associated Press writing style
- Skill in the use of Microsoft Office products (Word, Outlook, and Excel) and Adobe Creative Suite
- Ability to speak and present information effectively to outside organizations, community groups and the public
- Ability to use critical thinking skills to arrive at solutions and suggest improvements to processes
- Ability to clearly communicate and understand information in English, both orally and in writing
- Ability to establish and maintain effective working relationships with those contacted in the course of work
- Ability to manage multiple priorities to ensure that deadlines are met
PHYSICAL REQUIREMENTS:
Tasks involve the ability to exert light physical effort usually involving some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 20 pounds). May involve some climbing, balancing, stooping, kneeling, crouching, crawling, walking or standing.

ENVIRONMENTAL REQUIREMENTS:
Tasks are regularly performed in a typical office environment without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

SENSORY REQUIREMENTS:
Tasks require sound and visual perception and discrimination. Tasks require oral communications ability.