

Emerald Coast Regional Council

Job Description

JOB TITLE: Public Relations Manager

ROLE & LEVEL: L5

TRAVEL: 25-50%

REPORTS TO: Chief Executive Officer

FLSA STATUS: Exempt

LOCATION: Destin, FL or Pensacola, FL

WORK OBJECTIVE:

Under the supervision and guidance of the Chief Executive Officer, the Public Relations Manager works as a core team manager and performs professional management and advanced-level public relations and marketing 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 under direction with considerable latitude. Position relies on advanced level experience and exercises independent judgment to determine the best design and approach by using and interpreting policies and procedures. Position seeks technical guidance only on unusual or complex problems or 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.

- Leads ECRC marketing and outreach in conjunction with the Chief Executive Officer
- 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
- Oversees all marketing materials created by public involvement team
- Researches organizations and populations for outreach opportunities; researches traditionally underserved populations and develops methods to raise their awareness of transportation issues; creates a platform from which they can provide feedback
- Develops presentations to educate the public on the planning process
- Builds relationships with community leaders and the media
- Directs professional staff and provides appropriate programmatic training as needed
- Provides overall management of public involvement programs on behalf of ECRC
- Keeps Chief Executive Officer apprised of progress, meetings, reports, information and all materials relevant to public involvement of ECRC
- 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
- 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
- Ensures that all events meet specific federal regulatory compliance guidelines (i.e., Title VI, ADA); coordinates the annual Council-wide compliance training

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- 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 members
- Manages several databases of email subscribers and media

MINIMUM QUALIFICATIONS:

Bachelor's degree in communications or related field; supplemented by ten (10) or more years' progressively responsible public relations experience with at least two (2) years' supervisory 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
- Strong knowledge of computers and software (Adobe Creative Suite, Mailchimp, Wufoo, etc.)

KNOWLEDGE, SKILLS, AND ABILITIES:

- Advanced knowledge of social media platforms and social media marketing
- Advanced knowledge of public/community affairs programs
- Advanced knowledge of email marketing programs
- Advanced 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:

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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.

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This job description does not constitute an employment agreement between the ECRC and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The ECRC is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the ECRC provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand this classification description and hereby certify that I am qualified to perform this job, with or without reasonable accommodation.

Employee's Name (print)

ECRC Representative's Name (print)

Employee's Signature

ECRC Representative's Signature

Date

Date