



Juvenile Welfare Board of Pinellas County

JOB OPPORTUNITY

July 11, 2018

HIRING RANGE: \$47,476.00-\$61,168.31 (PG-21)

The Juvenile Welfare Board offers a comprehensive benefits package, including medical, vision, dental, and life insurance as well as vacation and sick leave, tuition reimbursement, and participation in the Florida Retirement System among other benefits.

Position Title: Communications Specialist

Department: Administrative Services

Reports to: Strategic Communications Manager

Status: Exempt

Position Purpose:

The Juvenile Welfare Board of Pinellas County (JWB) is a high-performing, data-driven organization established by a Special Act of the Florida Legislature in 1945 to strengthen the lives of children and families in Pinellas County. As a countywide special taxing district, we responsibly direct our community's investments to give children the best opportunities to lead healthy, successful, and satisfying lives. This highly professional and technical digital marketing position will be part of the JWB Strategic Communications Team and will have primary responsibility for curating, creating, maintaining, and updating content for JWB's website, social media sites, intranet, and email campaigns. The position will assist in executing a strategic communications plan for internal and external communications that support the JWB Board, Executive Team, Department Staff, Community Councils, Funded Agencies, and other community partners. It also plays a key role in expanding the public's knowledge and understanding of JWB's value and benefit to the community, and in educating the public on key campaigns and initiatives that support JWB's four strategic focus areas: *School Readiness; School Success; Prevention of Child Abuse and Neglect; and Strengthening Community.*

Key Responsibilities:

- As part of the JWB Strategic Communications Team, assist in executing a strategic communications plan for internal and external communications by utilizing and maintaining JWB's owned media channels: website, social media, intranet, and email campaigns
 - **Website:** Maintain JWB's WordPress website, to include performing regular content updates and site QA audits; implement a plan to keep content accurate, current, and fresh in coordination with JWB staff; and monitor/report on analytics
 - **Social Media:** Develop and maintain social media calendar; curate, develop/design, and post content on social media sites, to include Facebook and Twitter; monitor and build engagement with followers; build brand awareness; and monitor/report on analytics
 - **Intranet:** Develop and update content for JWB's SharePoint intranet (*iJWB*) for internal staff communications
 - **Email Campaigns:** Develop and schedule content for email campaigns utilizing software (i.e. Constant Contact or MailChimp)
- Assist with writing/editing of success stories, board spotlights, press releases, media advisories, and other projects as assigned
- Monitor news sites for JWB mentions or news items of interest related to JWB's work using online tools (i.e. Google Alerts)
- Assist with JWB's annual events, to include *Cooperman-Bogue KidsFirst Awards, JWB Children's Summit*, and other special events
- Assist in the preparation of documents and presentation materials for JWB Board meetings and other public meetings/events
- Assist in developing/designing creative content for various JWB assets to include brochures, rack cards, and other marketing materials
- Support JWB's campaigns, initiatives, and other special projects as assigned
- Assist in negotiating and managing projects with vendors, to include promotional and printing assets
- Assist with video and photo shoots to support work of JWB Multimedia Producer
- Work cooperatively on inter- and intra-departmental teams, and work collaboratively with all JWB staff
- Other duties as assigned

Specifications:

- Bachelor's degree in communications, public relations, marketing, journalism, English, or other relevant field
- Master's degree in relevant field OR minimum three years successful work experience in communications, marketing, or public relations position to include developing/maintaining content for website and social media sites
- Excellent writing, editing, and verbal communication skills
- Strong digital marketing skills and experience with emphasis on website and social media; WordPress experience a plus
- Creative, dependable, strong work ethic, and highly-organized with proven ability to work independently, take initiative, and be resourceful
- Strong interpersonal, public speaking, and presentation skills with ability to work well as part of a team
- Basic computer literacy, skills, and experience in Microsoft software applications (Word, PowerPoint, Publisher, Excel, and Outlook)
- Basic graphic design skills; Adobe Photoshop a plus

Additional Requirements:

- Successfully pass a Level II background screening as required by Ch. 435 Florida Statutes
- Possess a valid driver's license and access to reliable transportation

Applicants should submit resumes by Friday, July 27, 2018 to:

Juvenile Welfare Board of Pinellas County / ATTN: Human Resources

14155 58th Street North, Clearwater, Florida 33760

Email: hr@jwbpinellas.org Fax: 727-453-5610 Website: www.jwbpinellas.org

The Juvenile Welfare Board is an equal opportunity employer. The Juvenile Welfare Board is an E-Verify Employer.

Certain service members and veterans, and the spouses and family members of the service members and veterans, receive preference and priority in employment by the state and are encouraged to apply for the positions being filled.

Applicants interested in claiming Veterans' Preference please apply at: www.jwbpinellas.org

All applicants are advised that applications in Florida become a matter of public record upon receipt.