



**Juvenile Welfare Board of Pinellas County
JOB OPPORTUNITY**

October 1, 2021

HIRING RANGE: \$57,862.48 - \$74,526.40 (PG-24)

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: Associate Manager of Communications
Reports to: Strategic Communications Manager

Department: Administrative Services
Status: Exempt

Position Purpose:

This supervisory position is part of the JWB Strategic Communications Team and plays a key role in expanding the public's knowledge about JWB's mission in the community. Assists in executing the 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. Oversee JWB's owned media channels, to include website and social media. The position will also be responsible for public information-sharing, public relations, and media relations.

Key Responsibilities:

- Assist in the execution of a strategic communications plan with primary responsibility for internal and external written communications
- Supervise and evaluate the work performance of the Communications Specialist
- Educate the public on JWB key initiatives and campaigns by creating, reviewing and disseminating consistent, targeted and impactful messaging
- Oversee JWB's owned media channels including the website, social media, and email campaigns and creates analytical reports for these channels
- Oversee media relations to include writing, distribution, and follow-up of press releases, media alerts, and media pitches
- Assist the Strategic Communications Manager with the completion of special projects and developing internal and external relationships which include vendors, funded agencies and other service providers
- Write professional emails, speeches, talking points, and correspondences on behalf of the JWB CEO, JWB Board, JWB Executive Team Members, and other JWB Staff, as directed
- Write scripts, talking points, and speeches, and create presentations for JWB events, conferences, speaking engagements, and meetings
- Write and/or edit internal staff emails and news stories for JWB's SharePoint intranet (iJWB)
- Write and/or edit emails, e-newsletters, news stories, success stories, digital media content, and other external correspondences/content
- 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 writing content for various public education, awareness, and campaign collaterals
- Remain informed of developments in the field of marketing and communications to foster ideas and innovation
- Assist with annual JWB-sponsored events, including the Children's Summit and KidsFirst Cooperman-Bogue Awards event
- Assist in writing and editing scripts for JWB-produced videos, in coordination with JWB's Multimedia Producer
- Work cooperatively on inter and intra departmental teams to accomplish established team objectives and timeframes
- Other duties as assigned

Specifications:

- Bachelor's Degree in communication, marketing, public relations, business management, digital media, or related field, plus three years of successful work experience in communications, marketing and/or public relations and demonstrated supervisory experience; Master's degree preferred
- Proficient in Microsoft Office Suite software (Word, Excel, PowerPoint, Outlook); graphic design software experience a plus (Photoshop, Adobe Illustrator, InDesign)
- Excellent writing, proofreading/editing, and verbal communication skills
- Excellent communicator and experienced facilitator
- Experience with digital content management platforms a plus (WordPress, Hootsuite, Meltwater)
- Dependable, strong work ethic, self-directed, and highly-organized with proven ability to work independently
- Strong interpersonal skills and ability to work well as part of a team

Additional Requirements:

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

Interested Applicants, please submit resumes by Monday, October 18, 2021 to:

Juvenile Welfare Board of Pinellas County, Attn: Human Resources Dept.

14155 58th Street N. Clearwater, FL 33760

email: hr@jwbpinellas.org or 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.