



JUVENILE WELFARE BOARD OF PINELLAS COUNTY

The Juvenile Welfare Board of Pinellas County (JWB) has been making the health, safety, and well-being of our county's children a priority for 75 years. We invest in partnerships, innovation, and advocacy to strengthen Pinellas County children and their families.

JOB OPPORTUNITY

May 9, 2024

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.

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| Position Title: Communications Specialist | Department: Administrative Services |
| Reports To: Associate Manager of Communications | FLSA Status: Exempt |
| Pay Grade: 105 | Hiring Range: \$53,054.33 - \$70,296.99 |
| | Salary is commensurate with experience |

Position Purpose:

The Communications Specialist is a member of the JWB Strategic Communications Team and maintains primary responsibility for curating, creating, maintaining, and updating content for JWB's website, social media sites, intranet, email campaigns, and photo and video libraries to promote JWB and our brand. This position assists in the execution of a strategic communications plan for internal and external communications that support the JWB Board, Leadership and Staff, Community Councils, Funded Agencies, and other partners. It also promotes JWB's value and benefit to the community and educates the public on key campaigns and initiatives that support JWB's six strategic result areas: Early Childhood Development, School Readiness, School Success, Prevention of Child Abuse and Neglect, Strengthening Community, and Organizational Capacity.

Key Responsibilities:

- Assists in executing a strategic communications plan for internal and external communications by managing and maintaining JWB-owned media channels: website, social media, intranet, email campaigns, and photo/video libraries.
- Creates engaging, high-quality multimedia content for various public awareness efforts on multiple channels (web, social media, newsletters, etc.).
- Maintains and ensures the accuracy and relevancy of all content on JWB WordPress website, to include performing regular content updates and site QA audits. Supports implementation of a plan to keep content accurate, current, and fresh, in coordination with JWB staff serving as page owners/champions, and monitors/reports on website analytics.
- Develops and maintains social media calendars. Curates, develops/designs, schedules, and posts content on various social media sites. Monitors, manages, and builds engagement with followers daily, builds brand awareness, and monitors/reports on social media analytics.
- Assists in developing and completing updates of content for JWB SharePoint intranet (iJWB) for internal staff communications.
- Assists in development and scheduling of content for email campaigns utilizing various software (e.g., Constant Contact or MailChimp).
- Captures, creates, and edits graphics, photos, short, organic videos, and post captions using best practice principles and tools, and assists with field assignments, special events/projects, and trainings, as assigned.
- Assists with the writing and proofing/editing of stories, articles, talking points, and other written projects as assigned.
- Analyzes the performance of website and social media content using Google Analytics and other analytical tools, creates reports, identifies areas for improvement, and provides actionable insights for enhancing the performance of JWB digital channels.
- Stays up to date with current digital marketing trends and best practices for continuous quality improvement.
- Assists in the preparation of reports, presentation materials, and other documents for JWB Board meetings and other public meetings, events, and trainings.
- Collaborates to develop and design creative content and collaterals (e.g., graphics, brochures, flyers, rack cards).
- Assists with the coordination, planning, and execution of JWB special events, projects, and trainings as assigned.
- Uploads, classifies, retrieves, and maintains documents in accordance with established Unit/Department record management procedures while adhering to State Laws.
- Manages multiple, simultaneous projects to reach targets while staying on schedule.
- Attends virtual and in-person meetings and JWB events as required.
- Works cooperatively on inter- and intra-departmental teams and works collaboratively with all JWB staff.
- Performs related work as assigned or required.

Specifications:

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, English, or related field, plus two years of relevant experience.
- Knowledgeable and experienced with designing, creating, curating, scheduling, and managing content for social media platforms to include Facebook, Instagram, X, YouTube, LinkedIn, as well as the use of relevant tools (e.g., Hootsuite, Meltwater, Archive Social).
- Experience with WordPress or similar web content management systems.

- Demonstrable skills/experience in graphic design and photography; videography/video editing skills/experience a plus.
- Proficient in Microsoft Office Suite software applications; experience with SharePoint, Constant Contact, or MailChimp a plus.
- Experience with Adobe Creative Cloud applications (Photoshop, Illustrator, InDesign, Premiere) or comparable alternatives (e.g., Canva) preferred.
- Exceptional written and verbal communications and interpersonal skills.
- Team player with ability to work effectively with staff across departments/units to manage divergent communications needs, resulting in one coordinated content calendar with a consistent publishing schedule.
- Proven ability to work independently, take initiative, manage and adapt to changing priorities, and meet deadlines.
- Excellent organizational skills with ability to be detail-oriented, solution-focused, highly dependable, and creative.
- Ability to work effectively as an independent contributor as well as a part of a hybrid-remote team.
- Strong time-management skills and ability to work a flexible schedule on occasion to include nights and weekends.
- Experience with project management software and tools a plus.

Additional Requirements & Working Conditions:

- Successfully pass a Level 2 background screening as required by Ch. 435 Florida Statutes.
- Possess a valid driver's license and/or access to reliable transportation.

Working Conditions:

- JWB staff shall reside within the Tampa Bay area. Currently, this is a hybrid remote position but physical presence at the JWB office and/or other sites in Pinellas County is required to perform key responsibilities.

**Interested applicants, please submit resumes by Friday, June 7, 2024 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.*