



## 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

**March 10, 2025**

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.

<b>Position Title:</b>	Chief Communications Officer	<b>Department:</b>	Communications
<b>Reports To:</b>	Chief Executive Officer	<b>FLSA Status:</b>	Exempt
<b>Pay Grade:</b>	119	<b>Hiring Range:</b>	\$124,477.19 - \$164,932.28 Salary commensurate with experience

#### Position Purpose:

The Chief Communications Officer (CCO) oversees the promotion of JWB services to the public through strategic communication programs. The CCO is also responsible for building a workplace culture where team members thrive and organizational objectives are met. Collaborating with the Executive Leadership Team, the CCO develops and manages strategic communication duties related to media relations, internal/external communications, event planning, social media and emergency management. This position plays a key role in aligning the communication strategy with the organizational vision and mission, which is essential to maintain improvement processes, expand the public's understanding and appreciation of JWB's value to the community, and ensure organizational sustainability. The CCO reports directly to the Chief Executive Officer.

#### Key Responsibilities:

- Develop a strategic multimedia communications plan to execute programs and campaigns to achieve broad organizational goals and objectives. Integrate marketing and communications strategies to communicate JWB's vision and its impact to all current and potential stakeholders, including but not limited to JWB members, Pinellas County citizens, funded agencies, community partners, elected officials, and others.
- Hire, train and supervise the performance of three direct reports and eight total staff members in the newly expanded Strategic Communications Department. This department includes the Public Policy Unit.
- Assure the development, update and education of an organization wide crisis communication plan. During FY25, we have set aside budget dollars for an outside review of our crisis communications practices.
- Create collaborative relations across the organization to multiply Juvenile Welfare Board's effect. Examples would include assuring education and the ability to communicate our campaigns (TurboBabies, Sleep Baby Safely, etc.) with members of both the Community Engagement unit and the Community Collaborations unit so that they might consistently be ambassadors for these campaigns.
- Work with the Director of Public Policy to assure that all units at JWB are aware of potential legislative or regulatory changes. Likewise, through periodic briefings with the Director of Public Policy, stay up to date regarding legislative opportunities and risks to JWB and to those we serve. In collaboration with the CEO and Director of Public Policy, assure we are responding effectively.
- Identify critical policy issues impacting the organization and raise awareness about potential issues, risks and/or opportunities.
- Assure that the Director of Public Policy drafts an annual JWB Legislative Agenda for the Board's approval, available for them to approve at least two months before the Florida legislative session begins.
- Along with the Director of Public Policy, represent JWB in Tallahassee or in the district.
- Build and maintain strong media relationships and maximize media opportunities. Initiate opportunities for JWB, its CEO and subject matter experts to be included or highlighted in local, state and national media.
- Assure the quality and timeliness of responses and answer to requests for information from the media; as necessary, fill in for the appropriate spokesperson or information source.
- Assure the provision of requested public records to the requestor after appropriate information has been redacted in accordance with the Florida public records law.
- Build and expand awareness and visibility of JWB's brand across all audiences.
- Leverage multiple communication and marketing channels including but not limited to media, events, traditional advertising, public relations/partnerships, social media, email, and printed and digitally created collateral to reach and engage multiple stakeholders.
- Ensure appropriate messaging, storytelling and brand standards are met for all print materials and digital applications.
- Oversee Director of Strategic Communications in the timely and quality execution of vendor agreements, projects, and events, including the annual *JWB Children's Summit* and *KidsFirst Cooperman-Bogue Awards Banquet*.

- In collaboration with the Director of Strategic Communications, as a public relations professional for JWB, identify and develop new partnerships in all stakeholder categories that are beneficial to furthering JWB's mission and community engagement.
- As requested, represent JWB at funded agency specific or public events.
- Devise, execute and measure JWB's policy and advocacy efforts, effectiveness and impact.
- Comprehend and support JWB organizational policies and practices.
- Work cooperatively with cross-functional teams both internally and externally in order to achieve shared goals and objectives.
- Serve as a member of the Executive Team (CEO and Chiefs, sharing updates, brainstorming, planning and problem solving).
- Perform related work as assigned or required.

**Specifications:**

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field. Minimum of 8 years of senior level experience as a public relations and/or communications leader; or an equivalent combination of education and experience may be considered. Master's degree preferred.
- Knowledge of advanced business planning, governmental regulatory issues, non-profit sector, and public administration.
- Knowledge of Florida Sunshine and Public Records Laws; familiarity with statutory obligations of special districts.
- Demonstrated experience in owning a strategic communications vision and ensuring its successful execution across an organization.
- Proven experience managing digital, social, and traditional media campaigns.
- Leadership and team building skills with steadfast resolve and personal integrity. Ability to inspire others.
- Ability to produce high-quality deliverables on time and within budget.
- Solid grasp of organizational data analysis and performance metrics.
- Proven ability to identify problems quickly and have foresight into potential issues.
- Expert ability analyzing complex situations and problems to provide sound solutions and recommendations that result in positive outcomes.
- Demonstrated experience envisioning and developing public awareness campaigns and events.
- Demonstrated experience managing and negotiating vendor contracts.
- Knowledge of Microsoft Office Suite programs and their essential functions.
- Knowledge of computer database management, publication layout, and social media platforms.
- Ability to communicate both verbally and in writing.
- Ability to effectively communicate with diverse audiences at all levels within the organization and the community. Skilled in crafting compelling, clear, and effective messaging for diverse audiences.

**Additional Requirements:**

- 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:**

- Residency in the Clearwater/St. Petersburg/Tampa Bay area is required within 60 days of start date.
- Currently, this is a hybrid remote position. Physical presence at the JWB building and other sites in Pinellas County is required to perform key responsibilities

**Interested applicants, please submit resumes by Monday, March 31, 2025:**

**Juvenile Welfare Board of Pinellas County, Attn: Human Resources Unit**

**14155 58th Street N. Clearwater, FL 33760**

**email: [hr@jwbpinellas.org](mailto:hr@jwbpinellas.org) or fax: 727-453-5610 Website: [www.jwbpinellas.org](http://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](http://www.jwbpinellas.org)*

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