



# Pinellas County Government Executive Position

## Director of Communications



Pinellas County, Florida ● Population 916,500



# The Pinellas County Board of Commissioners

seeks a proven, exceptional Public Executive who will provide a strategic and collaborative approach to serving this community.

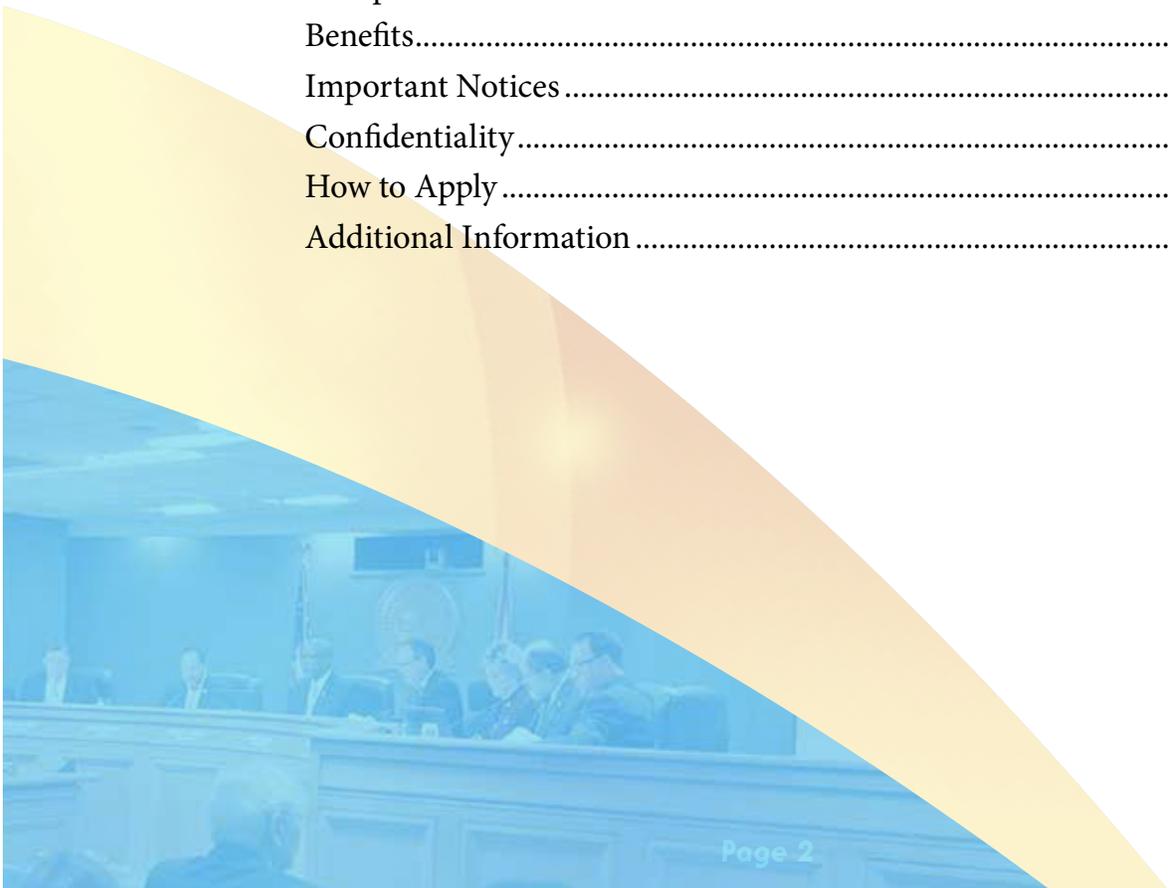
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# About Pinellas County

## The Community

Given its location on Florida's Gulf Coast, just west of Tampa, it would be hard to find a better place to live, work and play than Pinellas County. It offers virtually any amenity you could ask for except hills and snow to ski on. The Tampa Bay area is the home of MLB's Tampa Bay Rays, many spring training facilities and several minor league teams, the NFL's Buccaneers, the NHL's Lightning, and several college teams such as the University of South Florida. Housing prices are reasonable, and County schools are conveniently located. Opportunities for higher education include a variety of colleges and universities.

## Geography

Pinellas County is located on Florida's west coast on a peninsula and is surrounded by water; bordered by the Intracoastal Waterway and the Gulf of Mexico to the south and west, Tampa Bay to the south and east, and the Anclote River to the north. From tip to tip, the County is 38 miles long and 15 miles wide at its broadest point. Hillsborough County (whose County seat is Tampa) is immediately east and Pasco County is to the north. Pinellas covers 280 square miles and at its highest point, the elevation is 110 feet above sea level.



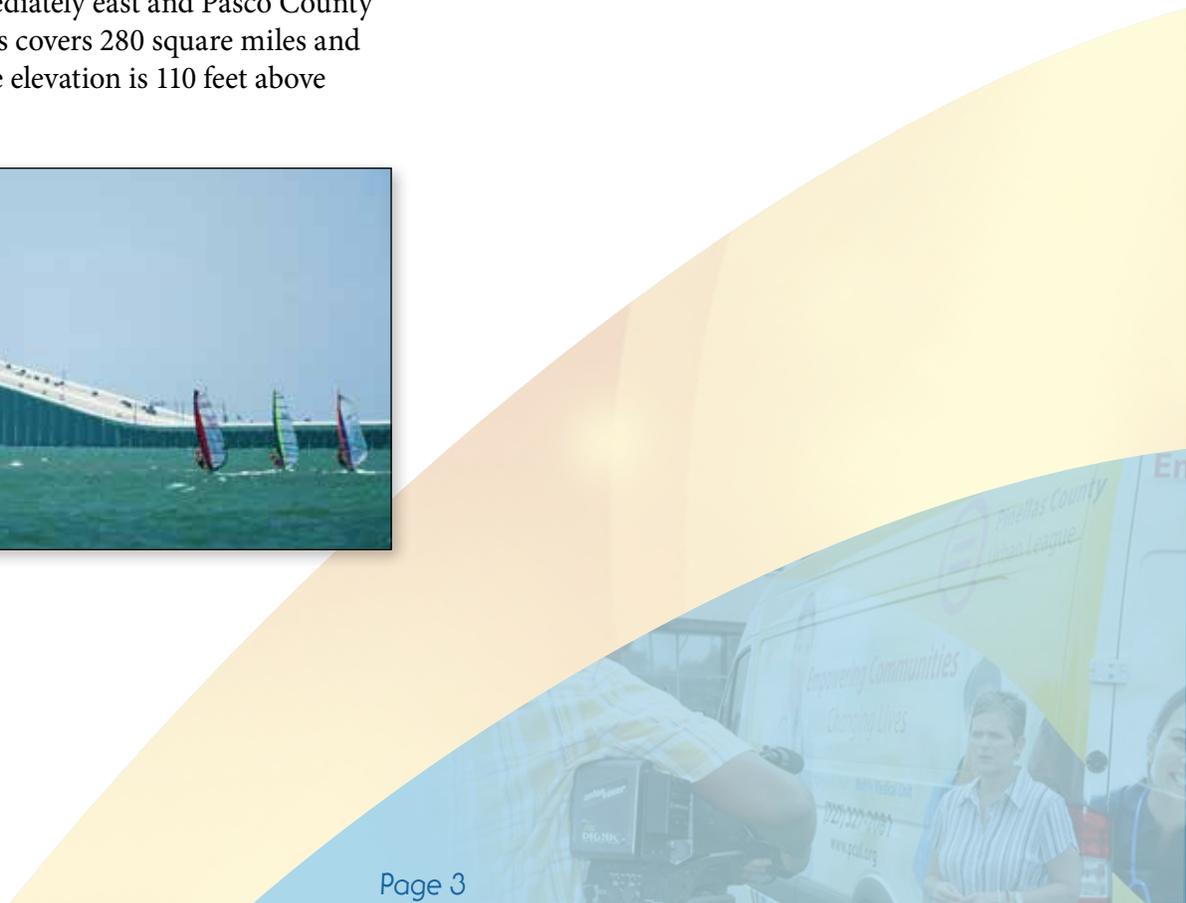
## Weather

Pinellas County has a subtropical climate with a definite rainy season (June through September). The remainder of the year is relatively dry. The area is occasionally affected by tropical storms and hurricanes (June 1 through November 31), but the last time a hurricane directly struck the area was in 1921.

**Table IV: Temperatures and Precipitation in Pinellas County**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Avg. High °F	72	73	77	83	89	90	92	92	90	85	79	74	81
Avg. Low °F	54	56	60	65	72	76	77	77	75	70	65	56	67
Precipitation inches	2.3	2.8	3.4	1.6	2.6	5.7	7.0	7.8	6.1	2.5	1.9	2.2	45.8

Source: Weatherbase



## About the Position

### Communications Department

The Communications Department provides and is the lead on emergency communications and media relations during storms and other emergencies. The department provides strategic communication services to the Board of County Commissioners, County Administration and County departments. A menu of services is provided to constitutional officers and enterprise departments. These services include:

- Media Relations
- Public Education and Outreach
- Broadcasting Live Meetings on PCC-TV
- Video Production
- Marketing/Branding
- Disaster-Related Public Information

### Internal and External Functions

As an internal support department, the Communications Department provides services required by the Board of County Commissioners, County Administrator, department directors and staff, constitutional officers, and independent agencies within the County structure. The department creates and executes communications/marketing plans; produces online forums and utilizes internal communication vehicles; provides media relations and media training; performs spokesperson function; produces videos, animation, brochures, posters, and other graphics; designs, restructures and maintains the County website in partnership with Business Technology Services (BTS); provides support for crisis communications, consults on issues, and provides other communication-related services.

As an external communications provider, the Public Information program engages directly with citizens through such tools as social, traditional and online media outlets, public information networks, online

and in-person forums, and web-based multi-media platforms. This program also provides general and crisis-oriented public information to the public through various means. The engagement of a two-way conversation with the community is an evolving process enabling the team to innovate technologically and utilize creative opportunities to interface with stakeholders on the front line.

### Ideal Candidate

The ideal candidate will be an experienced, results driven, collaborative, customer-oriented and proven leader. The ideal candidate is someone who is comfortable managing a high visibility, responsive, and progressive department, interacting with and forging partnerships with various internal and external stakeholders. The successful candidate will be a person who is sensitive to and effectively delivers services to the socioeconomically diverse Pinellas County population.

The Communications Director will be collaborative and embrace team building, participatory management, mentoring and employee growth. Outstanding listening and communications skills will be critical.

The Director will set high performance standards and expect measurable outcomes from managers and staff as well as themselves in meeting the organization's goals. The individual will have an optimistic attitude and recognize the importance of celebrating success.

The ideal candidate will possess a Bachelor's degree in public relations, marketing, journalism, public administration, business or government or a related field, plus five years related professional experience; including at least 2 years in a supervisory or team leadership role, or; a Master's degree and 3 years experience as described above including the 2 years of supervisory/leadership experience.

Accredited in Public Relations (APR) designation and Spanish language fluency are desired.

The individual will ideally have progressively responsible management experience in the communications industry. Experience working with emergency response agencies and other public entities is desired.

## Position Description

The Director, [Communications position description](#) provides further details about the role and responsibilities, illustrative tasks, and the knowledge, skills, and abilities required for this career opportunity.

## Mission and Strategic Plan

[Mission, Vision and Values](#)

[Our Strategic Plan](#)

## Compensation

### Salary

The salary range is \$101,296—\$153,481. The starting salary will be commensurate with the selected candidate's qualifications.

### Benefits

Pinellas County offers a [comprehensive and competitive array of employee benefits](#). The County participates in the Florida Retirement System (FRS) which offers two options: Pension Plan or Investment Plan. The County also offers an optional deferred compensation (IRS Section 457) plan with a choice of four plan providers.

## How to Apply

Please email your resume and cover letter as file attachments to [Jack Loring, Workforce Development Manager](#).

## Additional Information

[Pinellas County Government](#)

[Communications Dept. Website](#)

[County Organizational Chart](#)

[Pinellas County Budget](#)

[About Pinellas County](#)

[Municipalities/Cities of Pinellas County](#)

[Visitor Information](#)

[Housing/Neighborhoods](#)

[Demographic and Economic Information](#)

## Important Notices

Pinellas County is an Equal Opportunity Employer, and women and minorities are encouraged to apply.

Pinellas County complies with the Americans with Disabilities Act of 1990. Requests for accommodation in the application and selection process should be made to the Human Resources Department. Verification of need for accommodation may be required. Reasonable accommodations will be made on a case by case basis.

If you are a candidate claiming veteran's preference please complete the [Veteran's Preference Eligibility Form](#) and email all related documentation along with your resume.

## Confidentiality

Please be advised that the Florida State Supreme Court has ruled that all information supplied while making application with all state, county and municipal entities and agencies, becomes a part of Public Record under provisions of Chapter 119 of Florida Statutes, and as such must be made available to interested parties upon specific request. Under Florida's public records act, once a candidate has submitted a resume or application, that information is public. As a practical matter, we do not anticipate press coverage of this recruitment. Hence, candidates can expect some degree of confidentiality, but it cannot be guaranteed.

