

MAJOR FUNCTION

This is professional and creative public contact work directing communications for the Blueprint Intergovernmental Agency Infrastructure Division. Through appropriate communication forums, the core function of this position is conveying accurate information to the public about the Blueprint Infrastructure projects, which are primarily roadways, multiuse trails, stormwater management facilities, and parks and recreation spaces. This position manages media relations, public information programs, digital communications including the Blueprint website and social media, and promotion of Blueprint initiatives and projects. Daily communication with citizens and project stakeholders requires a high degree of interpersonal skills including tact and strategic acumen. Projects assigned are generally of high organizational impact and involve working with and counseling the Director and Project Managers on sensitive issues. Work is performed under the general supervision of the Blueprint Director, but the incumbent must exercise considerable initiative, ingenuity, creativity, dependability and independent judgment. Accomplishments are judged through conferences, written reports, ability to meet deadlines and results achieved

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties:**

Sets agency goals and develops short, medium and long-range plans for the development and implementation of communication and marketing programs and tactics that further the Blueprint project goals. Directs all Blueprint operated social media platforms and the content, design and architecture of the Blueprint web site as a way to effectively provide both public information and a mechanism for doing business with Blueprint Intergovernmental Agency. Directs the marketing and public information consultants and public relations firms for Blueprint, assessing needs, developing strategic communication plans and measuring effectiveness of such efforts. Responsible for preparing the Blueprint Director and other agency staff members for media interviews and speaking engagements. Coordinates the Blueprint media program as a key component in delivering the Blueprint's message to the community. Coordinates media events and other public involvement engagements often considering the requirements of partnering agencies such as the Florida Department of Transportation (FDOT), Leon County and the City of Tallahassee. Serves as Blueprint spokesperson as necessary. Represents Blueprint to citizen and business groups to help ensure full understanding and successful implementation of Blueprint incentives. Requires contact with staff, City and County Commissioners, and constitutional officers for consulting and/or informational purposes. Requires contact with citizens, contractors and consultants for informational purposes.

Other Important Duties:

Develops collateral materials such as monthly reports and the Blueprint Annual Report. Oversees vendor contracts for artistic and other public relations/advertising services. Represents the Blueprint media/public information interest at local, state and national events. Attends Blueprint Intergovernmental Agency, City Commission and County Commission meetings as needed. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills:**

Thorough knowledge of the modern techniques, principles and practices of, communication, marketing, public relations, media relations, as well as communicating via the internet. Thorough knowledge of the operations, technology, and reporting techniques of the media. Ability to creatively and effectively draft a variety of documents such as marketing and communication plans, reports,

news releases, brochures and presentations. Ability to formulate creative strategy for handling a wide range of communications/public relations/marketing issues. Understanding of how to use technology to enhance communication services and outreach utilizing television, digital media and the internet. Considerable knowledge of local government organizations and functions, and of its relationships with local, state and federal government agencies. Must possess excellent interpersonal communications, public speaking, public relations, writing skills, and a high degree of creativity and ability to determine the most effective ways to reach the customer and bring about the desired results. Ability to analyze situations and develop effective recommendations. Ability to prepare PowerPoint presentations, basic graphics, and manage contact databases. Ability to work independently and during evenings as necessitated by the project needs. Ability to organize and present clear and concise oral and written reports. Ability to establish and maintain effective working relationships as necessitated by the work. Ability to readily adapt to changing deadlines. Ability to handle multiple priorities

Minimum Training and Experience:

Possession of a bachelor's degree in journalism, marketing, public relations, communications or a related field and five years of experience at the professional level or higher in either of the degree areas listed above; or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 05-25-16
Revised 10-07-21
02-12-22