



**Rick Staly, Sheriff**

# FLAGLER COUNTY SHERIFF'S OFFICE

*“An honor to serve, a duty to protect.”*

OPEN POSITION ANNOUNCEMENT			
Job Title:	Public Affairs Manager	Posting Date:	July 2021, August 2021 REV
Section:	Public Affairs	Supervisor:	Chief of Staff
Shift:	Monday – Friday	Salary:	Minimum \$ 70,139 DOE
<p><b>Overview:</b> Flagler County Sheriff’s Office is looking for a dynamic, energetic and creative member of the Public Affairs Section. Flagler County is located on the Atlantic Coast of NE Florida between Daytona Beach and St. Augustine. Flagler County is one of fifteen Florida counties named to the top 100 fastest growing counties in the nation. With 115,000 residents the population is expected to double by 2050. The Flagler County Sheriff’s Office has been the only full-service Law Enforcement Agency in Flagler County for over 100 years. We have over 300 professionals and are proud to be four-diamond accredited in Law Enforcement, Corrections, Telecommunications and Ethics. The Daytona Beach News Journal has recently named the Flagler County Sheriff’s Office one of the 10 best places to work in Flagler County.</p>			
<b>DUTIES AND RESPONSIBILITIES:</b>			
<ul style="list-style-type: none"><li>Manages the development and implementation of the Public Affairs Unit’s specific goals, objectives, and priorities in regards to overseeing the Agency’s communications platforms and media relations.</li><li>Leads the team responsible for managing media response, including news releases, speech writing, press conferences, on-call duties, and research.</li><li>Effectively communicate agency-related news, programs, or events to local media and residents through multiple communication tools.</li><li>Attends and participates in professional associations; stays abreast of new trends and innovations in the field of public information, communication, branding, and marketing.</li><li>Writes and edits for reports, brochures, and pamphlets in preparation for publishing.</li><li>Build and maintain a strong working rapport with television, radio, and print media.</li><li>Responsible for daily contact with printers and media, as well as involvement in community-oriented Agency projects.</li><li>Assists in the development of print and electronic informational materials, such as promotional materials, speeches, and Agency community projects.</li><li>Responsible for the preparation and distribution of Agency news releases.</li><li>Participates in Agency recruitment and community relations activities as directed.</li><li>Assists in the design and maintenance of the Agency’s external websites and social media accounts.</li><li>Utilizes various social media to communicate information regarding Agency programs and services.</li><li>Represents the agency at government and community meetings.</li><li>Films and edits videos for use on social media and the Agency website.</li><li>Proactively makes recommendations to engage the community and stay informative.</li><li>Assists with creation of monthly newsletter.</li><li>Must be willing to be on an on-call rotation with other members of the PAO team.</li><li>Performs all other duties as assigned.</li></ul>			
<b>MINIMUM SELECTION CRITERIA:</b>			
<ul style="list-style-type: none"><li>Must have a valid Florida Driver’s License.</li><li>Bachelor’s Degree in Marketing, Journalism, Public Relations or closely-related field. A combination of education and experience will be considered.</li><li>Professional experience with social media platforms and tools.</li><li>Must be proficient with online marketing tools such as Hootsuite, Canva, Mail Chimp, etc.</li><li>Operation of Digital Audio, Digital Camera and Video equipment.</li><li>Excellent written and verbal communication skills.</li><li>The ability to be on-call and to respond to rapidly developing events including holiday, nights and weekends.</li><li>Maintain a flexible schedule in order to perform the duties of this position.</li><li>The ability to pass a background check.</li><li>The ability to pass a drug screen.</li></ul>			
<b>SPECIAL SELECTION CRITERIA:</b>			
<ul style="list-style-type: none"><li>Prior professional experience in media relations preferred.</li><li>Proficiency with photo and video editing.</li><li>Experience with graphic design work.</li><li>Familiarity with Florida’s Public Record Laws.</li></ul>			
<b>HOW TO APPLY:</b>			
Any interested and qualified candidates should submit a resume and cover letter to <a href="mailto:careers@flaglersheriff.com">careers@flaglersheriff.com</a> .			