

**Official Title:** Information Specialist III - SES

**Working Title:** Public Information Officer / Multimedia Communications Mgr

**Florida Department of Environmental Protection - Press Office**

**Tallahassee, Florida**

**Salary: Pay Range:** \$22,000 - \$66,000 (Salary based on experience)

**Deadline to apply:** January 25, 2012

*This position is pending reclassification  
It is being reclassified as Career Service (CS)*

**Public Information Officer / Multimedia Communications Manager PD**

- Implement media outreach for the Florida Department of Environmental Protection and topic areas as assigned.
- Serve as an agency spokesperson. Respond timely to media requests, providing clear concise and consistent information.
- Write press releases, press advisories, agency statements, feature stories, letters-to-the-editor, op-eds and fact sheets. Organize press conferences, media events, groundbreaking, ribbon-cutting, bill-signing and media events.
- Manage, monitor and create content for DEP social media outreach, including Online Newsroom, Twitter and Facebook accounts. Update policy, measure outreach and find new ways to reach the public via social media. Maintain information for public records.
- Develop and implement communications plans to accomplish DEP goals and priorities to keep the public and media informed about DEP issues and other projects/areas as assigned.
- Create, write and edit content for marketing material, including brochures, newsletters and the DEP website. Ensure accuracy of information on DEP's website.
- Establish and maintain effective working relationships with employees in various DEP Districts and Divisions as well as other state agencies and members of the media. Serve as liaison between DEP Press Office and Districts/Divisions/Offices and works with others in these areas on issue-related communications plans and outreach.
- Assist with public information strategy by researching and studying issue information; evaluating and offering communication options; establishing communication positions, audiences, standards and timetables.
- Summarize contact with members of the media in Secretary's Public Affairs Network (SPAN) daily. Manage and update SPAN.
- Manage and update electronic media databases and distribution lists. Assist Press Secretary with all Press Office activities.
- Compile and file daily electronic news clips and daily and weekly media reports. Manage press office archive of news articles.

**Please apply on the Florida People First Website.** The official People First position title: INFORMATION SPECIALIST III - SES) you will also be prompt to answer the following five qualifying questions below.

**Requisition:** 37010030 - 51192773-20120110113013

**Working Title:** INFORMATION SPECIALIST III

**Broadband/Class Code:** 27-3031-02

**Position Number:** 37010030

**Annual Salary Range:** \$25,774.06-\$55,000/experience

**Announcement Type:** Open Competitive

**City:** TALLAHASSEE

**Facility:** COMMONWEALTH OFFICE COMPLEX

**Pay Grade/ Pay Band:** BB006

**Closing Date:** 1/25/2012

**Qualifying questions: (Must answer at least four in the affirmative)**

- Do you have a bachelor's degree in journalism, public relations, communications or English or related field?
- Do you have at least two years of public/media relations or journalism experience at an advertising agency, public relations, communications office or newspaper in either the public or private sector?
- Do you have experience developing, writing and editing - using the Associated Press Style Guide - promotional or informational materials, including press releases, fact sheets and website content, designed to provide the general public or individuals outside of your organization with understanding of a specific program, product or initiative?
- Do you have experience creating, managing, maintaining and expanding social media accounts for an agency or organization?
- Do you have experience with Microsoft Office programs and other media distribution tools and programs?

Contact:

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