

MARKETING / PUBLIC RELATIONS SPECIALIST

MAJOR FUNCTION

This position requires specialized work in educating internal sources, user groups and the general public about the work of the Extension Service in an effort to increase the image and public knowledge of the organization.

ESSENTIAL FUNCTIONS

The following statements describe the principal functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as described, including working in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise to balance the work load.

- Advertises upcoming Extension Education Programs to the general public.
- Promotes the facilities of the Southeastern Livestock Pavilion to potential user groups.
- Maintains/updates Extension Websites.
- Serves as a resource person within the Extension Office to keep faculty on the cutting edge of marketing technology.
- Consults with faculty and staff on the advertisement of upcoming programs and conducts advertising for same.
- Prepares and distributes monthly calendar of events for Extension activities.
- Works on committees with Extension Faculty to promote educational events of interest to industries and groups related to the mission of Extension.
- Collates and prepares monthly activity report for advisors.
- Develops graphics for use in educational programs by Extension Agents.
- Maintains pictorial display of Extension and Southeastern Advisory Committee members.
- Produces Annual Report for the Extension Department.
- Prepares budgetary requests for overall Extension budget as they relate to advertising efforts.
- Represents the interests of the Extension Service and the Livestock Pavilion to media outlets.

SECONDARY FUNCTIONS

- Develops cooperation and support with outside agencies and other departments.

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- Other duties as assigned.

CUSTOMER SERVICE

This is a front-line position for providing excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, volunteers and customers of the department. Service is provided in person or by phone contact.

SUPERVISION

This position has no supervisory responsibility.

EDUCATION, EXPERIENCE, LICENSES AND CERTIFICATIONS

Education and Experience.

Bachelors Degree or equivalent from a four year college or university in marketing, media relations or a closely related area or Associate Degree in graphics from a technical school, plus four years experience in public relations and marketing work.

Licenses.

Valid Florida Driver License.

JOB SKILLS

Language Skills.

- Must have excellent writing skills.
- Ability to prepare reports, business correspondence and teaching materials.
- Ability to speak proficiently before the public and media.
- Ability to communicate in English and Spanish preferred.

Mathematical Skills.

- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compile statistics for reports.

Problem Solving Ability.

- Ability to apply common sense understanding to carry out simple instructions furnished in written, oral or diagram form.

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- Ability to deal with problems involving several concrete variables in standardized situations.
- Requires judgment regarding use of equipment or material.

Specialized Skills and Abilities.

- Must be able to effectively manage time and pursue appropriate work opportunities with minimal supervision.
- Must submit a plan of action for the calendar year, accounting for major project goals to be accomplished within that year.
- Public speaking ability before media groups.
- Must be well organized and able to manage several projects concurrently. Ability to meet multiple deadlines.
- Ability to prepare graphics materials for educational programs including slide programs, digital pictures, creation of power point programs and table top educational displays.
- Ability to incorporate pictures and graphics in preparation of annual reports.
- Ability to prepare brochures and flyers.
- Ability to create web pages and to make changes to existing web sites using appropriate computer programs.
- Ability to remain calm in stressful situations.
- Ability to work as a member of a team by cooperating with others, offering to help others when needed and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

Machines and Equipment.

This employee will be required to operate a computer, digital camera, cd burner, audio visual equipment and other related specialized equipment necessary to fulfill the goals of the position.

PHYSICAL DEMANDS

While performing the duties of this job, this employee will regularly be required to stand; frequently be required to use hands to finger, handle or feel, talk or hear, and to lift up to twenty-five pounds; and occasionally be required to lift up to fifty pounds. Special vision requirements include close, distance, dolor, peripheral vision and depth perception.

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WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be required to work in wet or humid conditions, to work in outdoor weather conditions and to be exposed to fumes of airborne particles. The typical noise level for this environment is moderate.

Established: 5/2003

Pay Grade: 12

Job Description Number: 5006

Category: 5

Status: N/E

Revised: 10/2005