

Public Information Specialist

September 13, 2018

The Alachua County Property Appraiser's Office is seeking an individual who can help elevate the visibility of ACPA, specifically leveraging social media and blog opportunities.

We are looking for someone with a professional and positive attitude with a strong willingness to learn.

Should you have any questions or wish to apply for this role, please reach out to Donna Davis at ddavis@acpafl.org.

Major Goal: Public Information Specialist candidates must have strong writing skills and background in social media use, strategy, content development and implementation, experience interacting with traditional and non-traditional media, and the ability to collaborate with others to develop successful outreach campaigns and public events. The preferred candidate should also have knowledge of digital graphic art, photography, publication design, marketing, and government relations experience. The successful candidate should be innovative, detail oriented, organized and willing to change direction rapidly, with experience managing a variety of deadline driven projects simultaneously.

Internal Communication

- Successfully collaborates with various departments to ensure the office Intranet contains current events within the office, updated newsletters, announcements, pictures, anniversaries and birthdays.
- Clearly and concisely writes and publishes internal publications.
- Conveys a positive, professional image at all times.
- Develops new, fresh ideas using creative and alternative thinking.

External Communication

- Develops and implements an office-wide social media strategic plan.
- Develops content posts, blogs and article submissions.
- Writes and edits press releases for ACPA and coordinates media responses, along with preparing data for statewide media inquiries.

- Writes video and radio PSA's, presentations and speeches.
- Writes and publishes external publications and shares as much information with the public proactively.
- Collaborates with other departments to assist with website maintenance and develops eye-catching, impactful visuals to help convey key messages.
- Be familiar with Florida's Taxpayers Bill of Rights and the basic right of taxpayers to have access to information and prompt, accurate response to their questions.

Community Outreach

- Facilitates, develops and coordinates communication outreach campaigns and public events to increase public awareness and understanding.
- Develops relationships with various City Managers and conducts informational and educational session for their citizens.
- Maintains excellent relations with the public and new media representatives.
- Coordinates and executes participation in special events, including ACPA open houses, public meetings, industry forums and community presentations.

MAY REQUIRE NIGHTS AND WEEKENDS.