



JOB DESCRIPTION

Position:	Director of Communications
Location:	St. Petersburg, FL
Supervisor:	President/CEO
Status:	Full-time Exempt
Hiring Range:	\$58,000.00 - \$75,000.00
Overall Responsibility:	The Director of Communications is responsible for managing media relations and for developing contacts with media members, influencers, and community leaders. The position is an expert in communications in all forms, from written press releases to speeches. Responsibilities include oversight of both external and internal messaging, including creating digital, video, audio, and print content. The position requires a proactive media strategy and responsiveness to stakeholder inquiries. The position must comply with the agency policies, respective grant requirements, and HUD regulations.

Duties and Responsibilities

The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties and/or skills required. Other duties may be assigned.

- Oversees and produces a broad array of SPHA digital and/or print promotional and communication materials
- Ensures materials present a clear, unified, and positive image of the SPHA
- Work with SPHA IT and Digital Content Specialist to design, update and maintain SPHA's website, Twitter and Facebook accounts, including, but not limited to, updating information and enhancements, according to changing technology, etc.
- Produce and/or coordinate with contract service providers with the preparation and distribution of in-house brochures, annual reports, press releases and other pertinent information to the Executive staff, Media representatives and governmental officials
- Write and release SPHA status reports to the general public and news media including, but not limited to, Strategic Plan Progress, Management Assessment, etc.
- Plans, prepares, distributes content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the PHA
- Arranges for photography and/or press coverage for special events
- Responsible for representing the agency in public functions, seminars, and all other assigned public relations activities in a professional manner
- Provide excellent external and internal customer service
- Perform other duties as assigned

Supervisory Authority

No supervisory authority

Supervision Provided

Operates under direct general supervision of the SPHA President/CEO.

Knowledge, Skills, and Abilities Required

Knowledge of:

- Graphic design, layout, and publishing
- Social media platforms and social media marketing

Skills in:

- Excellent oral and written communication
- Effective time management and strong organizational skills
- Establishing and developing community relationships
- Interpreting federal regulations
- Good judgment and decision making
- Partnership and team building

Ability to:

- Handle sensitive workload conditions, calmly and efficiently
- Sit at a desk or conference table for extended periods
- Frequently move about the office and access stored files and records
- Organize for a fast-paced environment
- Deal with media and public in an effective, professional, and courteous manner
- Maintain effective working relationships local media, supervisors, colleagues, and families

Physical Requirements

- Ability to physically meet with prospective and active partners in the community
- Possess the level of manual dexterity sufficient to operate terminal keyboard, telephones, fax/copy machines and general office supplies
- Ability to sit at a desk or conference table for extended period
- Frequently move about the office and access stored files and records
- Ability to move, handle, or lift moderately heavy objects such as computer equipment

Education and Experience Required

Bachelor's degree in related field from an accredited college or university is preferred; or any equivalent combination of education, experience, and training which, in the sole discretion of SPHA, constitutes the required knowledge and abilities.

A minimum of seven years of experience in journalism, publications, or a related field.

Other Requirements

Must possess valid driver's license.

Approved by: _____

Date: _____

I have read the above job description and understand and accept the tasks as outlined herein.

Employee: _____

Date: _____

SPHA is an Equal Opportunity Employer

Reasonable accommodations may be made to otherwise qualified individuals with disabilities