

**MAJOR FUNCTION**

This is administrative, technical and professional work directing the marketing and public information of the Blueprint Intergovernmental Agency. The core function of this position is conveying and collecting accurate information to and from the public about the Blueprint projects, which are primarily public infrastructure improvements such as roadways, multiuse trails, stormwater management facilities, and parks and recreation spaces. It is responsible for the implementation of marketing and communication plans, media relations, printed publications, the internet presence, and advertising. Daily communication with citizens and project stakeholders requires a high degree of interpersonal skills including tact and strategic acumen. Projects assigned are generally of high organizational impact and involve working with and counseling the director and managers on sensitive issues. Work is performed under the general supervision of the Director-Blueprint Intergovernmental Agency, but the incumbent must exercise considerable initiative, ingenuity, creativity, dependability and independent judgment. Accomplishments are judged through conferences, written reports, ability to meet deadlines and results achieved

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Sets agency goals and develops short, medium and long range plans for the development and implementation of communication and marketing programs and tactics that further the Blueprint project goals. Coordinates media events and other public involvement engagements often involving considering the requirements of partnering agencies such as the Florida Department of Transportation (FDOT), Leon County and the City of Tallahassee. Directs the content, design and architecture of the Blueprint web site as a way to effectively reach Blueprint customers and provide both information and a mechanism for doing business with Blueprint Intergovernmental Agency. Directs the marketing and public information consultants and public relations firm for Blueprint, assessing needs, developing strategic communication plans and measuring effectiveness of such efforts. Responsible for preparing Director-Blueprint Intergovernmental Agency and other agency staff members for media interviews and is responsible for training staff on effective interviewing techniques. Coordinates the Blueprint media program as a key component in delivering the Blueprint's message to its customers. Serves as Blueprint spokesperson as necessary. Represents Blueprint to citizen and business groups to help ensure full understanding and successful implementation of Blueprint incentives. Requires contact with staff, City and County Commissioners, and constitutional officers for consulting and/or informational purposes. Requires contact with citizens, contractors and consultants for informational purposes. Performs related work as required.

**Other Important Duties**

Attends meetings for the agency as its liaison. Oversees vendor contracts for artistic and other public relations/advertising services. Represents the Blueprint media/public information interest at local, state and national events. Attends Blueprint Intergovernmental Agency, City Commission and County Commission meetings as needed. Implements and oversees applicable parts of the Blueprint's formally adopted Communications Strategic Plan while striving to keep citizens informed of, and involved in, the work of Blueprint Intergovernmental Agency. Performs related work as required.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Thorough knowledge of the principles and practices of public relations, marketing, communication, media relations, as well as communicating via the internet. Thorough knowledge of FDOT policies regarding road closures, public hearings and other outreach. Considerable knowledge of local government organizations and functions, and of its relationships with local, state and federal government agencies. Must possess excellent interpersonal communications, public speaking, public

relations, and writing skills. Ability to write and implement comprehensive communication and marketing plans. Some knowledge of the principles and practices of public administration and/or business management. High degree of creativity and ability to determine the most effective ways to reach the customer and bring about the desired results. Ability to analyze situations and develop effective recommendations. Ability to prepare PowerPoint presentations, basic graphics, and manage contact databases. Ability to work independently and during evenings as necessitated by the project needs. Ability to organize and present clear and concise oral and written reports. Ability to establish and maintain effective working relationships as necessitated by the work. Ability to readily adapt to changing deadlines. Ability to handle multiple priorities. Skill in the use of computers and associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in journalism, marketing, public relations, communications or a related field and five years of experience at the professional level or higher in either of the degree areas listed above; or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 05-25-16