

ST. PETERSBURG HOUSING AUTHORITY

JOB DESCRIPTION

Position:	Communications Officer	Department:	Administration
Salary Range:		Classification:	Full-Time, Exempt
Reports to:	Chief Executive Officer	Revised:	10/18/16

Position Summary

This is a professional position responsible for public and media relations for the St. Petersburg Housing Authority. The role of the Communications Officer is to maintain ongoing contact with media representatives assigned to the agency, to disseminate press releases and news tips on a regular basis, to encourage the media to provide broadened and more balance coverage of all SPHA activities, to coordinate media interviews and program appearances, and to present to the public directly, and/or via the media, the agency's opinions, actions, program strategies, and any other agency business deemed appropriate.

The statements contained below reflect general details, as necessary, to describe the principal functions of the job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise balance the workload.

Essential Functions:

- **Media**
 - Plan organize, direct, and administer a comprehensive communications plan to ensure clear lines of communication between the authority, the community, and the media.
 - Develop and maintain open lines of communication between board members, authority staff, print media, electronic media, and the community at-large.
 - Develop flyers, newsletters, annual reports, agency brochures, presentation packets, media kits, and other specialty publications, as needed by authority staff to communicate the agency's message.
 - Develop and implement public relations and marketing strategies that incorporate agency activities with those of the community.
 - Obtain radio, television, and print media publicity.
 - Develop the media message for the agency.

- **Training**
 - Provide media training for board members, including how to represent the authority as part of a Speaker's Bureau.
 - Provide communications training to staff.

- **Community Outreach**
 - Develop a Speaker's Bureau using a PowerPoint presentation and board members as speakers.
 - Participate in community events and provide presentations at neighborhood association meetings.

- **Government Relations**
 - Research and respond to the government, media, and general public inquiries.
 - Maintain knowledge of political, social and economic factors which may affect the Authority.
 - Accompany Chief Executive Officer to City Council meetings as needed, as well as other government agency meetings to promote Authority initiatives.

- **Public Records Requests**
 - Act as main point of contact for all public records requests.
 - Track and respond to all public records requests and requests for information.

- **Other Duties**
 - Update and maintain the agency's website.
 - Respond promptly when returning telephone calls and replying to correspondence and faxes.
 - Ensure participation in local, state, and national organizations related to the Authority's mission and purpose, whether by agency referral, delegation or direct participation.
 - Establish a process whereby strategic linkages are identified, established, and maintained with media representatives, businesses, organizations, foundations, donors, agencies, groups and individuals whose influential support and assistance could be of value to the organization.
 - Create letters, forms, and collateral material for staff and/or commissioners.
 - Perform other related duties as assigned.

Required Knowledge, Skills & Abilities:

Knowledge of:

- Principles and practices of public administration.
- Program regulations, requirements, and performance standards of HUD and other applicable organizations.

Skills in:

- Excellent organizational skills, well-developed verbal and written communication skills, and essential computer database proficiency.
- Maintain a high degree of professionalism and reliability with areas of responsibility by providing leadership, direction, motivation, and training.

Ability to:

- Develop and maintain good working relationships with fellow employees and other agencies.
- Conduct effective public presentations and report writing.
- Organize work and meet deadlines.
- Define problems, collect data, establish facts, and draw valid conclusions.
- Operate motor vehicle in order to visit agency sites and properties.
- Frequently move about properties and travel between multiple office sites and meetings, as well as to travel to out of town conferences, as necessary.

Minimum Qualifications and Requirements:

- Graduation from an accredited college or university with a Bachelor’s degree in Communications, Public Relations, English, Journalism, Marketing, or related field.
- A minimum of five (5) years progressively responsible relevant public relations or marketing experience.
- Possession of a valid Florida Driver’s License is required.

ACCOMMODATIONS:

Upon request, reasonable accommodation will be made to otherwise qualify individuals with a disability.

Approved:

I confirmed having received a copy of the Communication Officer job description.

Name

Date