

HERNANDO COUNTY BOARD OF COUNTY COMMISSIONERS

JOB DESCRIPTION

Job Title	Director of Public Information & Government Affairs	Pay Grade	17	Class Code	L932
Department	Office of Public Information	Salary Range	\$112,049.60 - \$168,105.60		Annual
Reports to	Deputy County Administrator	FLSA	Exempt		
Revision	February 2025				

GENERAL DESCRIPTION:

This position would oversee the County's Public Information Office and act as the primary liaison between the government and key stakeholders. This role will be responsible for developing and executing high-level communication strategies that engage citizens, vendors, partners, and government officials. This leadership role will be responsible for developing and executing impactful communication strategies, ensuring alignment with the county's goals, and leveraging emerging tools and technologies to engage and inform the community, media, and external partners. The Director will play a key role in managing public relations, media outreach, and government affairs, while maintaining a strong connection between the county and its stakeholders.

ESSENTIAL JOB FUNCTIONS:

- **Strategic Communication Leadership:** Design and implement comprehensive communication strategies that effectively engage citizens, vendors, government officials, and partners. Utilize creative storytelling and data-driven insights to enhance messaging and drive engagement.
- **Media & Digital Relations:** Lead efforts to secure earned and new media coverage across traditional media, digital platforms, and emerging channels. Enhance the county's visibility through targeted media outreach and content creation, maximizing opportunities to connect with the public.
- **Government Affairs Liaison:** Serve as the primary liaison between the county government and external stakeholders, including elected officials, government agencies, and community leaders. Build and maintain positive relationships to ensure alignment of messaging and collaborative efforts.
- **Partnership Communications:** Oversee communication efforts with external stakeholders, ensuring that shared goals and achievements are effectively communicated. Strengthen partnerships and amplify the county's work in collaboration with key partners.
- **Senior Leadership Collaboration:** Partner with Senior Leadership to align communications with the county's vision and priorities. Provide strategic communications counsel, ensuring messaging is consistent with leadership's goals and initiatives.
- **Cross-Functional Communication Support:** Act as a trusted communications advisor to cross-functional teams, providing expert guidance on initiatives and ensuring consistency across all messaging and channels.
- **Technology & Innovation Integration:** Utilize AI tools and emerging technologies to enhance communications strategies, content creation, and media outreach. Stay ahead of trends to maintain the county's position as a leader in innovation.
- **Contractor & Vendor Management:** Oversee external contractors and vendors, ensuring that all communication deliverables meet high-quality standards and are delivered on time.
- **Legal & Regulatory Compliance:** Ensure that all media and digital communication programs comply with legal and regulatory requirements, including adherence to public sector

- communication guidelines.
- **Community Relations:** Support the development and execution of the county's community engagement strategies. Strengthen the county's reputation through effective community relations initiatives.

JOB STANDARDS:

Education	Bachelor's degree in Communications, Political Science, Public Relations, or a related field.
Experience	<ul style="list-style-type: none"> • Five (5) years experience in a senior communications role within a government or public sector environment. • Familiarity with AI-driven communication tools and technologies.
Licenses, Certifications or Registrations	Must possess and maintain a valid Florida Driver's License and be insurable by current insurance carrier
Special Requirements	<ul style="list-style-type: none"> • Complete necessary certifications for NIMS compliance • County employees are required to report for work during a state of emergency and are subject to recall around the clock for emergency response operations which may include duties other than those specified in this job description.

EQUIPMENT USED

AI tools and software, public relations programs, email marketing, media monitoring, etc.

CRITICAL EXPERTISE TO PERFORM ESSENTIAL FUNCTIONS

- Significant experience in communications, public relations, and media relations, with a proven track record in the public sector or government affairs.
- In-depth understanding of government operations, public policy, and legislative processes, with the ability to build and sustain relationships with elected officials and key government stakeholders.
- Exceptional written and verbal communication skills, with the ability to craft compelling messages for diverse audiences.
- Expertise in managing both traditional and digital media strategies, including social media, digital communications, and emerging media tools.
- Strong leadership and project management skills, with experience managing teams and external contractors.
- Strategic thinker with the ability to collaborate across departments and drive initiatives that align with broader county objectives.
- Knowledge of legal and regulatory standards in public communications and media relations.
- Experience managing departmental budget
- Ability to coach and support senior leaders as spokespersons

ESSENTIAL PHYSICAL SKILLS

- Light lifting and carrying (up to 25 lbs); walking, standing, kneeling, bending, and stooping
- Acceptable eyesight (with or without correction), acceptable hearing (with or without hearing aid)
- Ability to access file cabinets for filing and retrieval of data, ability to sit at a desk and

view a display screen for extended periods of time.

ENVIRONMENTAL CONDITIONS

- Work is performed primarily in an office environment working closely with others.
- May be required to work outside on occasion in diverse environments.
- Some travel may be required to attend local and non-local meetings, conferences, and workshops.

Hernando County Board of County Commissioners (BOCC) is an Equal Opportunity Employer and does not discriminate on the basis of sex, race, color, religion, gender, orientation, national origin, age, marital status, veteran status, genetic information, pregnancy, disability, or any other protected characteristic as defined by law.

Hernando County is a Drug-Free workplace. All employees are subject to drug testing in accordance with Federal and Florida State Law.

Applicants requiring reasonable accommodations as defined by the Americans with Disabilities Act, must provide notification to the BOCC in advance to allow sufficient time to provide an accommodation.

EMPLOYEE SIGNATURE	DATE