



PUBLIC INFORMATION OFFICER

POSITION DESCRIPTION

MAY 2024

DATE:	MAY 9, 2024
DIVISION / DEPARTMENT:	PUBLIC AFFAIRS / PUBLIC AFFAIRS
POSITION TYPE:	REGULAR / FULL TIME
FLSA CLASSIFICATION:	EXEMPT
JOB LOCATION:	ORLANDO, FL
APPLICATION DEADLINE:	OPEN UNTIL FILLED

POSITION SUMMARY

The Public Information Officer (PIO) serves as the primary spokesperson and communication lead for the fifth-largest Supervisor of Elections office in the State of Florida. This position is responsible for developing and implementing comprehensive communication strategies, managing media relations, and coordinating public information campaigns to promote voter registration, election procedures, and transparency in the electoral process. The PIO collaborates with various internal teams and external stakeholders to ensure accurate, clear, and consistent communication.

The Public Information Officer reports to the Chief of Staff.

POSITION FUNCTIONS AND DUTIES

- **Media Relations:** Establish and maintain strong relationships with local, regional, and national media outlets. Respond to media inquiries, coordinate interviews, and organize press conferences.
- **Public Communication:** Create and distribute clear messaging about key election-related topics, including voter registration, absentee voting, election dates, and results. Ensure consistency in messaging across all communication platforms.
- **Content Development:** Develop content for press releases, social media posts, website updates, newsletters, and other public-facing materials. Work with the communications team to ensure a unified voice and branding.
- **Crisis Communication:** Develop and implement crisis communication plans to manage public perception during emergencies or unexpected incidents. Ensure timely and accurate information is provided to the public and media.
- **Community Outreach:** Coordinate with the outreach team to support voter education events, registration drives, and public forums. Represent the office at public events and engage with stakeholders.
- **Internal Communication:** Collaborate with various departments within the Supervisor of Elections office to ensure consistent communication and accurate information flow.
- **Data Monitoring:** Track media coverage and public sentiment regarding the Supervisor of Elections office and its activities. Use this data to inform communication strategies and identify opportunities for improvement.
- **Compliance:** Ensure all communication materials and practices comply with state and federal election laws and regulations.

SKILLS AND QUALIFICATIONS

REQUIRED:

- Bachelor's degree in Communications, Public Relations, Journalism, Political Science, or a related field.

- Minimum of 3-5 years of experience in public relations, communications, or a related role.
- Strong written and verbal communication skills, with the ability to convey complex information in a clear and concise manner.
- Experience with media relations and public speaking.
- Proficiency in digital communication tools, including social media platforms and content management systems.
- Ability to work in a fast-paced environment and adapt to changing priorities.
- Flexibility to work evenings and weekends as needed for public events.
- Minimum of five years' work experience using Windows OS and email systems in an administrative function.
- Proficiency with Microsoft Office products including advanced knowledge of spreadsheets, database queries, word processing, and the ability to learn new software programs.
- Prior experience analyzing/resolving system issues and communicating effectively with the management team.
- Valid driver's license and driving history that meets SOE driving standards.

WORKING CONDITIONS

The majority of the work is performed indoors, in an air-conditioned office seated at a desk facing a computer screen. This position may also work indoors and outdoors at public events. This role will come into contact with cleaning chemicals for tablets and printers. This position requires frequent contact with the SOE internal staff and SOE vendors.

This position requires full-time hours within a scheduled workweek, in addition to extended workdays and weekend work as needed, during election events, sometimes with little or no advance notice.

SPECIAL EQUIPMENT

Must possess working knowledge of office machines, equipment, and tools including but not limited to multi-line phone system, computers, laptops, tablets, iPads, scanners, printers, forklift and scissor lift, network tools, cameras, power hand tools, soldering iron, pallet jack, election equipment, and company vehicles.

PHYSICAL AND MENTAL DEMANDS

Requirements and Frequency		
Occasional Demands (1-33%)	Frequent Demands (34-66%)	Constant Demands (67-100%)
Driving	Sitting	Lifting (up to 50lbs)
Climbing	Carrying	Pushing
Repetitive Wrist Motion	Twisting	Pulling
Focus for Extending Periods	Decision-Making	Grasping
Crawling	Comprehending	Reaching
Stooping	Hand-Eye Coordination	Bending
Reading	Kneeling	Standing
	Finger Dexterity	Walking

DISCLAIMER

This is a general overview of this position. The Orange County Supervisor of Elections reserves the right to change, alter or void all or any part of this position overview, at any time, with or without notice.

AT WILL STATEMENT

Employment at the Orange County Supervisor of Elections Office is on an “at-will” basis. It may be terminated at any time, with or without cause, by either the employee or employer. It is not guaranteed, contracted, or promised for any length of time. No person other than the Orange County Supervisor of Elections has the authority to alter the at-will status of your employment or to enter into any employment contract with you. The Orange County Supervisor of Elections reserves the right to change, amend or revoke rates of pay, terms, and conditions of your employment and job offers at any time.

HOW TO APPLY

Email applications to: recruiter@ocfelections.gov

Mail application to:

Orange County Supervisor of Elections
Attention: Human Resources
PO Box 562001
Orlando, FL 32856