



# DIGITAL COMMUNICATIONS AND MEDIA RELATIONS COORDINATOR JOB OPPORTUNITY ANNOUNCEMENT

DATE:	SEPTEMBER 14, 2023
DIVISION / DEPT:	ELECTION ADMINISTRATION / CUSTOMER RELATIONS
POSITION TYPE:	REGULAR / FULL TIME
FLSA CLASSIFICATION:	NON-EXEMPT
JOB LOCATION:	ORLANDO, FL
APPLICATION DEADLINE:	OPEN UNTIL FILLED

## POSITION SUMMARY

The Digital Communications and Media Relations Coordinator contributes to the overall communication strategy for the Orange County Supervisor of Elections Office (SOE). This position leverages best practices in written communications and online platforms to provide timely and accurate information to Orange County residents concerning all election matters. The Digital Communications and Media Relations Coordinator will use their creativity, interest in the voting process, familiarity with the Orange County community and media production skills to creatively design and expedite engaging, professional-quality projects that educate and enlist the public's participation in the election process. This position coordinates written communications from concept to production and manages the office website, social media, and other digital assets.

The Digital Communications and Media Relations Coordinator reports to the Customer Relations Manager but works closely with the Director of Election Administration, the Supervisor of Elections and all members of management to coordinate and disseminate the overall message.

## SKILLS & QUALIFICATIONS

### REQUIRED:

- Graduation from an accredited college or university with a bachelor's degree in Communications, Journalism or Web/Graphic Design with major coursework in Media, Marketing, Public Relations or closely related field
- Three years of experience in applying advanced skills in HTML, website design, WordPress, commercial or graphic arts
- Demonstrated proficiency and experience in copywriting, video and photo editing, graphic design, web design, animation, social media marketing, engagement analytics and/or search engine optimization (SEO)
- Excellent verbal communication skills and ability to build rapport with people from diverse cultures
- Ability to attend meetings or give presentations in the evenings and on weekends
- Ability to develop and deliver interesting and informative presentations
- Ability to compose professional communications subjects for both a public and an internal audience
- Strong project management and communication skills, including the ability to identify steps of a project, set deadlines, and guide cross-functional teams
- Proficiency with Microsoft Office products, including knowledge of spreadsheets, presentation software, database queries, and word processing, and ability to learn new software programs
- Valid driver license and driving history that meets SOE standards – Successful completion of the Orange County Defensive Driving Course

### PREFERRED:

- Prior experience working in the public sector, with a non-profit organization, or in a public/media relations capacity

- Knowledge of applicable county, state, and federal laws, rules, and regulations pertaining to election operations
- Bilingual in English and Spanish

## **POSITION FUNCTIONS AND DUTIES**

- Main focus on managing the office website content and social media
- Use creativity, interest in elections, familiarity with the Orange County community and media production skills to creatively design and expedite engaging, professional-quality projects that educate and enlist the public's participation in the election process.
- Research, plan, produce and disseminate information and creative content about the Supervisor of Elections and its different processes and programs via social media, newsletter articles, videos, promotional items, webpage updates, presentations, and advertising.
- Plan, coordinate and implement targeted education campaigns pertaining to voting, countywide sample ballots, poll worker recruitment, and other necessary departmental mailers and/or collateral materials.
- Work in collaboration with staff, county graphics, photographers, web and video professionals to bring high-quality projects and deliverables to fruition.
- Write accurate, appropriate, correct, clear and engaging copy.
- Promote, participate in and photograph outreach and training events.
- Ensure that all web documents the Supervisor of Elections produces conform to the Web Content Accessibility Guidelines standards.
- Partner with state and national resources to manage the content and timelines actively and strategically for the website.
- Engage participation and manage applicants for the annual Florida Supervisors of Elections Scholarship award.
- Assist the Supervisor of Elections with media-related events and inquiries.
- Support and participate in Orange County community initiatives such as United Way.
- Answer public emails and online chats regarding election topics.
- Work at least one municipal election as assigned by the Director of Election Administration.
- Perform all other duties as assigned.

## **TYPICAL WORKING CONDITIONS**

The majority of the work is performed indoors in an air-conditioned office seated at a desk facing a computer screen. There will occasionally be tasks performed within the warehouse, which is warm during the summer months. Occasionally there may be work outdoors at schools, early voting and polling locations. Requires constant contact with business professionals, members of the public, and co-workers.

At peak times during election cycles, this position will require long periods of standing, walking and some lifting.

This position requires full-time hours within a scheduled workweek, in addition to extended workdays and weekend work due to community events. During election periods, extended workdays and weekend work are frequent, sometimes with little or no advanced notice.

## **SPECIAL EQUIPMENT**

Must possess working knowledge of office machines, equipment, and tools including, but not limited to: Multi-line phone system, computer, laptops, tablets, scanner, imaging systems, election equipment, voting tabulators, election media, e-poll tablets, pallet jack, box cutters, printer, facsimile machine, copier, calculator, and company vehicles.

## PHYSICAL AND MENTAL DEMANDS

Requirements & Frequency		
Occasional Demands (1-33%)	Frequent Demands (34-66%)	Constant Demands (67-100%)
Reaching	Standing	Reading and Comprehending
Driving	Hand-Eye Coordination	Focus for Extending Periods
Bending	Walking	Sitting
Pulling	Grasping	Repetitive Wrist Motion
Pushing	Lifting and/or Carrying (up to 20 lbs.)	Mental Alertness
Crouching		Visual Acuity
		Hearing
		Decision-Making
		Oral Communication

### 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](mailto:recruiter@ocfelections.gov)

#### Mail application to:

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