



**Job  
Description**

<b>Job Title:</b>	Communications Specialist	<b>FLSA Status:</b>	Exempt
<b>Department:</b>	President's Office	<b>Reports to:</b>	Sr. Director, Communications & Board Relations
<b>Effective:</b>	August 20, 2021		

**PURPOSE**

The Communications Specialist is responsible for assisting the Communications Director and Communications Manager in supporting the communications and outreach priorities of CareerSource Florida. This position, both independently and as a member of the communications team, fulfills requests for communications support and, upon approval, engages vendors when necessary. The position supports the CareerSource Florida network's brand management and adherence with brand standards.

**DUTIES AND RESPONSIBILITIES**

- Create and disseminate, upon approval, Constant Contact email messages on behalf of CareerSource Florida, the President and CEO, unit leaders and other team members, collaborating as needed with the Management of Information Systems unit.
- Review and edit external presentations.
- Draft, edit and, upon approval, publish news releases.
- Draft quotes for president and other team members as requested.
- Support management of CareerSource Florida's and president's social media platforms, including drafting, review and edits of social media posts and updates to social media calendar with relevant content.
- Monitor and respond to customer inquiries and media inquiries via the CareerSource Florida website, email and on all social media accounts (Facebook, LinkedIn and Twitter).
- Review and edit other documents as necessary.
- Support external communications needs including recommending, reviewing, and gathering materials such as PowerPoints, printed outreach materials, talking points, etc., for meetings, conferences and other external events and activities as needed with approval of the Communications and Board Relations Senior Director and/or Communications Manager and team lead(s).
- Participate in meetings and serve as liaison with communications team to discuss

- the status of projects and assignments.
- Create and distribute e-newsletters highlighting workforce development information and news of statewide and national interest.
- Assist in creation of one-pagers and information materials for Board members, elected leaders and stakeholders.
- Support board relations through reviews and edits of agenda packets and board meeting minutes, developing PowerPoint presentations and the Chairman's Notebook, as well as supporting needs for board-related special projects and other duties as assigned.
- Responsible for adding all new and future assets to the Brand Portal in collaboration with the Management of Information Systems unit.
- Travel as required.

#### **QUALIFICATIONS AND WORK EXPERIENCE**

- A minimum of one year of corporate communications, marketing or public relations experience with examples of work product.
- Strong written and verbal communication skills.
- Proficiency with Microsoft Office products, including Word, Excel, PowerPoint and Outlook.
- Experience in use of social media and email marketing/newsletter software for strategic outreach.
- Experience in using project management software such as Smartsheet, SharePoint and OneDrive.
- Knowledge of workforce and economic development preferred.
- Knowledge of digital marketing strategies, customer relationship management software (Salesforce.com) and LinkedIn preferred.
- Proficient organizational skills with the ability to quickly adapt to changing priorities.

#### **EDUCATION OR CERTIFICATIONS**

Bachelor's Degree in Communications, Marketing, Public Relations or related field or equivalency.

#### **PHYSICAL REQUIREMENTS**

- Prolonged periods of sitting at a desk and working on a computer.
- Periodic standing and bending.
- Must be able to lift up to 10 pounds at times.

**SALARY RANGE** \$34,992/ \$43,739/ \$52,487

**CareerSource Florida is subject to the Public Records Law, Chapter 119 of the Florida Statutes and the Sunshine Law, Chapter 286 of the Florida Statutes. Applicant submissions could potentially be subjected to public disclosure.**

**CareerSource Florida is an Equal Opportunity Employer and an E-Verify Employer.**

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