



Job Description

Job Title:	Communications Manager	FLSA Status:	Exempt
Department:	External Affairs & Strategic Initiatives	Reports to:	Communications Director
Effective:	July 30, 2024		

PURPOSE

The Communications Manager is responsible for executing priorities of CareerSource Florida with a lead role in supporting external communications needs. This position coordinates with the Director of Communications to fulfill requests for communications support and, upon approval, engage vendors when necessary. The position supports the CareerSource Florida network's brand management and adherence with brand standards.

DUTIES AND RESPONSIBILITIES

- Create and disseminate 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.
 - Draft talking points, quotes, and external presentations for the President and CEO.
 - Draft, edit and publish news releases.
 - Support content management of the CareerSource Florida corporate social media and President/CEO's social media accounts, 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, Info inbox, Communications inbox, as well as all social media accounts (Facebook, LinkedIn, Instagram, and X).
 - Create and distribute e-newsletters highlighting apprenticeship-related information and news of statewide and national interest. Other related duties as assigned.
 - Assist in content 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 Information Systems unit.
 - Travel as required.
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QUALIFICATIONS AND WORK EXPERIENCE

- Strong written and verbal communication skills.
- A minimum of 2-3 years of professional or corporate communications, marketing, or public relations experience with examples of work product.
- Proficiency with Microsoft Office products, including Word, Excel, PowerPoint, Outlook, and Teams.
- Experience in use of social media and email marketing/newsletter software for strategic outreach.
- Knowledge of workforce and economic development preferred.
- Knowledge of digital marketing strategies.
- 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.

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 30 pounds at times.

SALARY RANGE

\$46,242 - \$57,804 - \$69,364

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.
