



## South Walton County Mosquito Control District

774 N. County Hwy 393, Santa Rosa Beach, FL 32459

P 850.267.2112 F 850.267.2712

[southwaltonmosquitocontrol.org](http://southwaltonmosquitocontrol.org)

### Public Outreach Specialist

#### Job Description

##### Summary

The Public Outreach Specialist is responsible for coordination and production of outreach materials including graphic design, photography, videography, and conceptualization of materials and methods. This position is responsible for all aspects of public outreach and media events. Incumbents will collaborate with other departments of the District to coordinate outreach events. Responsible for maintenance and growth of the District social media campaign for effective social media presence.

##### Duties and Performance Requirements

Developing and maintaining the organization's website and other social media campaigns.

Handling public relations, such as developing strategic relationships, and conducting informational presentations.

Developing press releases, brochures, and other marketing materials.

Determine effective methods of presentation and promulgation of public outreach venues, outreach materials for display and distribution.

Collecting and analyzing data on local demographics, developing results, and presenting the conclusions to the relevant departments.

Monitor and evaluate the outcomes of the outreach plan through a survey tool.

Acts as a liaison to citizens, schools, county agencies, and community groups in providing information and promoting a positive image of the District.

Build understanding of and support by collaborating with staff from other departments.

Develop a smart and effective plan for social media outlets, including, but not limited to, Facebook, Twitter, Tumblr, blogs and the Google suite of products (including AdWords). Be responsible for the day-to-day implementation of social media plan.

Responsible for all aspects of public outreach events through development, staffing, execution, and tracking of public outreach events, public education presentations, and related community outreach opportunities.

Build and sustain working relationships and communication with community/housing associations, business leaders, schools, universities, and other institutions.

Implement a database for contacts of all relationships.

Assists with the composition, design, editing, and preparation of materials for print, web, video, and other media for distribution to the public and social media.



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Answers inquiries by telephone or in person to accurately provide information requested or refer people to the proper information sources.

Reviews city websites, daily, and weekly newspapers for District related stories; maintains files of press articles and publications relating to the District and distributes to appropriate parties. Maintain history files on all aspects of the District.

Serves as back-up support for administrative staff as necessary

Schedule flexibility; evening, early morning, and weekend requirements.

Some travel required for training and conferences.

Provide daily report on activities.

Performs other related job duties as assigned.

### **Skills Required**

Proven organization skills.

Excellent verbal and written communication skills.

Effective communication skills and a professional attitude; ability to present to large groups.

Ability to connect with people from a variety of backgrounds.

Passionate about the mission of SWCMCD.

Ability to act with integrity, professionalism, and confidentiality.

Ability to work independently, prioritize work and manage multiple priorities on deadlines.

Ability to develop and maintain effective working relationships with public entities.

Excellent project management skills and the ability to think strategically and programmatically.

Proficient in Microsoft Office and Graphic design software such as Adobe Creative Suite software.

Social media software, technologies, trends, and methods utilized for effective presence.

### **Qualifications**

Bachelor's Degree in Communications, Journalism, or closely related field and/or minimum of two years of work experience in the field of communications, or closely related field or combination of above.

Possession of a valid Florida Driver's License with a good driving record. Ability to drive a District vehicle and be insured by District insurance provider. Retention of a good driving record.

Possession and maintenance of Public Health Pest Control prior to the completion of the first year of employment.



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### Working Environment

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Physical Requirements:** Light physical activity is required on an occasional basis including lifting up to thirty-five pounds, reaching and pulling with arms, stooping, kneeling and bending, walking, standing and climbing stairs. Use fingers and hands to grip a mouse and type on a keyboard. Excellent vision, both close and distance, is frequently required.

**Work Environment:** The work environment is usually an office but occasionally could include outdoors and workshops. Occasional exposure to all types of weather is required when the position is working outside, exposed to sun, rain, mud, and insects. Noise level is usually low but occasional exposure to moderate noise levels. Working around chemicals, which are stored, handled, applied/used, and dispose according to exact labeling instructions, is required occasionally.

*This document does not create an employment contract, implied or otherwise.*

Job Category:	Non-Exempt	Salary Range:	\$17.37 - \$27.50
Position Type:	Full-Time	Origination Date:	9/13/2022
Reports to:	Public Outreach Specialist	Revision Date:	