

STATE OF FLORIDA POSITION DESCRIPTION

<input type="checkbox"/> CAREER SERVICE	<input checked="" type="checkbox"/> SELECTED EXEMPT SERVICE	<input type="checkbox"/> SENIOR MANAGEMENT SERVICE	<input type="checkbox"/> OTHER
POSITION LOCATION INFORMATION		Position Exempt Under 110.205(2) (N1a), F.S. Managerial <input type="checkbox"/> Confidential <input type="checkbox"/> Supervisory <input type="checkbox"/> Other <input type="checkbox"/>	
NAME OF AGENCY: Department of Commerce		Organization Level: Current: 40 01 50 50 000 Proposed:	
DIVISION/COMPARABLE: Office of the Secretary		Position Number: 40(000305)	FTE: 1.00
BUREAU/COMPARABLE: Chief of Staff		Current Broadband Level Code: 11-2031-03	Current Class Title: Public Relations Manager Current Class Code: 08/2467
SECTION/SUBSECTION: Office of Communications Public Relations		Proposed Broadband Level Code:	Proposed Class Title: Proposed Class Code:
HEADQUARTERS/COUNTY CODE: Tallahassee/Leon (37)		Type of Transaction: Update Direct Reports (HRC0001888)	
INCUMBENT:		APPROVAL AUTHORITY USE ONLY	
POSITION ATTRIBUTES : EEO : 01 <input checked="" type="checkbox"/> 02 <input type="checkbox"/> 03 <input type="checkbox"/> 04 <input type="checkbox"/> 05 <input type="checkbox"/> 06 <input type="checkbox"/> 07 <input type="checkbox"/> 08 <input type="checkbox"/> CBU: 01 <input type="checkbox"/> 02 <input type="checkbox"/> 03 <input type="checkbox"/> 04 <input type="checkbox"/> 05 <input type="checkbox"/> 06 <input type="checkbox"/> 07 <input type="checkbox"/> 08 <input type="checkbox"/> 09 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 18 <input type="checkbox"/> 80 <input type="checkbox"/> 81 <input type="checkbox"/> 86 <input type="checkbox"/> 87 <input type="checkbox"/> 89 <input checked="" type="checkbox"/> 99 <input type="checkbox"/> Other <input type="checkbox"/> Special Risk: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Overtime: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> CAD: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		Broadband Level Code: 11-2031-03	Class Code 08/2467
		Approved By Slw 5/03/2024	Effective Date 5/01/2024
		APPROVED BROADBAND OCCUPATION Public Relations & Fundraising Managers	
		APPROVED CLASS TITLE: Public Relations Manager	
<p>1. This position reports directly to: Position Number 40(045000) Broadband Level Code 10-1021-02 Broadband Occupation General and Operations Managers Class Code 09/2465 Class Title Chief of Staff</p> <p>2. Broadband level code, class title, class code, position number, and headquarters location of each position which reports directly to this position: All positions located in Tallahassee 40(010006) 11-2031-02 Public Relations & Fundraising Managers (08/7596) Communications Coordinator-SES 40(022000) 11-2031-02 Public Relations & Fundraising Managers (08/7596) Communications Coordinator-SES 40(023003) 11-2031-02 Public Relations & Fundraising Managers (08/7596) Communications Coordinator-SES 40(034136) 11-2031-02 Public Relations & Fundraising Managers (08/7596) Communications Coordinator-SES 40(046172) 11-2031-02 Public Relations & Fundraising Managers (08/7596) Communications Coordinator-SES 40(047105) 13-1111-03 Management Analysts (01/2234) Government Operations Consultant I 40(000074) 13-1111-03 Management Analysts (08/0714) Operations & Management Consultant I-SES 40(032015) 13-1111-04 Management Analysts (08/2225) Senior Management Analyst II-SES 40(021109) 13-1111-04 Management Analysts (08/2235) Government Operations Consultant III-SES 40(022014) 43-6011-03 Exec Secretaries & Exec Admin Assistants (08/0714) Administrative Assistant III-SES</p> <p>3. What statutes establish or define the work performed? Section 20.60, Florida Statutes</p> <p>4. This position has financial disclosure responsibility in accordance with Section 112.3145, F. S.: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>			
Current budget for which this position is accountable (if applicable):			
_____	_____	_____	
Salaries & Benefits	O.P.S.	Expenses	
_____	_____	_____	
F.C.O.	Data Processing	TOTAL ALLOTMENT	
If the current budget includes other areas of accountability include them in the TOTAL ALLOTMENT and provide a brief explanation.			

6. **Duties and Responsibilities - Describe in detail the specific duties and responsibilities assigned to this position and the percentage of time for each. Indicate the role of this position in accomplishing the unit and agency mission. If applicable, include examples of independent, final policy decisions made and show their effect on the agency, the public, or other state agencies.**

% of Time

Duties and Responsibilities

This position reports to the Chief of Staff.

Develops strategies to best communicate Department's mission, goals, and priorities.

Administers, interprets, and explains policies, rules, regulations, and laws as developed by the Executive Director and Chief of Staff. Participates in activities to evaluate and/or improve processes and services in our business units of Reemployment Assistance, Workforce Services, Community Development and Strategic Business Development.

Coordinates activities as assigned by the Chief of Staff to ensure continuing operations, maximize efficiencies, and increase productivity. Reviews and analyzes legislation, laws and public policy and recommends changes to administrative services. Serves as liaison with special task forces or work groups by coordinating responses involving policy research and analysis. Provides oversight and supervision of the Office of Public Relations.

"Supervisory employees" are those who spend the **majority of their time** communicating with, motivating, training, and evaluating employees, and planning and directing employees' work, and who have the authority to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward, or discipline subordinate employees or effectively recommend such action, including all employees serving as supervisors, administrators, and directors.

Supervise and manages employees in the process of conducting research and responding to daily media information requests. Provides media training for department employees. Coordinates department communications team of marketing representatives and media associates statewide to deal with media and public requests. Consults with divisions regarding public affairs needs and plans and assists divisions with media events.

Plans and directs development and communication of informational programs designed to keep public informed of department programs, services, accomplishments, or mission.

Prepares and distributes fact sheets, new releases, photographs, scripts, or other written materials, motion pictures, or tape records to media representatives and others as needed.

Communicates with persons outside the organization, representing the department to customers, the public, government, and other external sources.

Consults with staff and others in government, business and private organizations regarding policy and procedures as directed by the Chief of Staff.

Implements corrective actions to solve problems.

Assists the Chief of Staff in completing assigned projects.

Represents Agency management in coordinating tasks/projects with office of federal, state, and local governments as needed.

7. **Knowledge, skills, and abilities, including utilization of equipment, required for the position:**
 Expert knowledge of crisis communications and strategic message development.
 Superior writing, editing, verbal and interpersonal communication skills.
 Excellent problem solving skills, organizational skills, and attention to detail.
 Knowledge of the rules of grammar and punctuation.

8. **Licensure/registration/certification requirements (If applicable, list the appropriate Florida Statute or federal regulation cite):**

9. **Other job-related requirements for this position:**

10. **Working hours: (A) Daily from 8:00 to 5:00 (B) Total hours in workweek 40 (C) Explain any variation in work (split shift, rotation, etc.)**

11. **Agency Use Only –**
Check those that apply: Uniform Allowance CJIP Bond Indicator Drug Screening Re-screening
 Security Check: No security screen required Background investigation required Background & fingerprint required
 Fingerprint investigation required Access to abuse records Caretaker Financial Law enforcement
 Management Sensitive Agency security check Other:

The following have acknowledged that the statements above, to the best of their knowledge, accurately describe the duties and responsibilities of the position

Incumbent signature:		Date:	
Discussed with employee? Yes <input type="checkbox"/> No <input type="checkbox"/>			
Supervisor's signature		Title: Chief of Staff	Date:
Approval of Reviewing Authority: (Division Director, Agency Head or other)		Title: Secretary of Commerce	Date:
Approval of Agency Personnel Officer: Stephanie Liles-Weyant		Title: Personnel Services Specialist	Date: