HILLSBOROUGH COUNTY SHERIFF'S OFFICE
CHAD CHRONISTER, SHERIFF

Social Media Coordinator

Job Code: U8744
Pay Grade: UF
Pay Scale: $70,694.05-$129,159.05 Annually
Exempt: Yes

OVERVIEW

Manage the Sheriff's Office social media platforms to enhance public engagement and support the agency's communications strategy.

DUTIES & RESPONSIBILITIES

Duties may vary based on assignment.

- Oversee daily social media activities by creating and scheduling content across platforms such as Facebook, Instagram, X, YouTube, and TikTok.
- Support content creation efforts by capturing photographs, recording videos, and creating graphics.
- Collaborate with internal areas to produce videos and coordinate live stream broadcasts.
- Maintain a steady stream of social media posts during Sheriff's Office ceremonies, community events, and on-scene at crime-related incidents, serving as the primary source for the public and news media.
- Monitor social media platforms daily, promptly responding to comments to foster engagement and build a sense of community among followers.
- Support development and execution of social media campaigns.
- Stay informed on pertinent topics in local, national, and international news affecting county residents and law enforcement.
- Stay up to date on current social media trends and forecast upcoming trends to create content capable of going "viral."
- Compile weekly reporting on growth and insights across all platforms.
- Promptly respond to requests from public and internal personnel providing content for social media or questions regarding social posts.
- Perform other related duties as required.

KNOWLEDGE & ABILITIES

- Extensive knowledge and experience with commonly used social media platforms (e.g., Facebook, X, YouTube, Instagram, Nextdoor, etc.).
- Working knowledge of Sheriff's Office policies, procedures and services offered to the community.
- Knowledge of social media analytics.
- Ability to report on progress of work, take direction, and apply constructive criticism from peers.
- Ability to juggle multiple tasks and switch gears quickly in a fast paced, dynamic work environment.
- Ability to pay strong attention to detail, specifically with regards to written communications
- Ability to be in tune with latest social media trends, developments, and online behaviors.
- Ability to work in a high-stress environment such as developing crime scenes.

- Ability to work on a Mac platform.

SKILLS

- Written Communication
- Media Strategies
- Spelling
- Proper Grammar
- Photography
- Multitasking
- Time Management
- Media Platforms
- Social Media
- Professional Networking
- Oral Communications

WORKING CONDITIONS

- Work within an office environment within a law enforcement agency.
- Stand/sit at a keyboard or workstation for prolonged periods.
- May engage in light physical exertion (e.g., lifting, carrying, pushing and/or pulling of objects and materials up to 10 pounds).
- Work standard business hours.
- May work non-standard hours including nights, weekends, and holidays.
- In the event of an emergency or disaster, may be required to respond promptly to duties and responsibilities as assigned by management chain, Division/District Commander, or the Sheriff (or their designee). Such assignments may be for before, during or after the emergency/disaster.

MINIMUM EDUCATION & EXPERIENCE

- A high school diploma or possession of a GED certificate.
- Six years of experience working professionally with social media.

OR

- An associate's degree from an accredited institution of higher education in communications, English, journalism, public relations, political science, or a related field.
- Four years of experience working professionally with social media.

OR

- A bachelor’s degree from an accredited institution of higher education with a major in communications, English, journalism, public relations, political science, or a related field.
- Two years of experience working professionally with social media.

ADDITIONAL JOB REQUIREMENTS

- Attendance at the specified Sheriff's Office work location is required.
- Depending on assignment, employees may be required to possess a valid Florida Driver License at time of employment. Driving history will be thoroughly reviewed and may be grounds for disqualification.
- No visible tattoos on face, head, and neck. Tattoos determined to take away from the professional appearance of the Sheriff’s Office must be covered with an appropriate white, black, or neutral covering.
- No illegal drug sale within lifetime.
- No illegal drug use within the past 36 months. No marijuana use within the last 12 months.
- No felony convictions within lifetime.
- No misdemeanor convictions involving perjury, false statement, or domestic violence within lifetime.

- No dishonorable discharge from any branch of the United States Armed Forces, the United States Coast Guard, National Guard, or Reserve Forces.
- Successful completion of a background investigation including criminal, reference, employment, and neighborhood checks; polygraph; medical evaluation; and drug screening.
- Live within Hillsborough County or within Citrus, Hardee, Hernando, Lake, Manatee, Pasco, Pinellas, Polk, Sarasota, or Sumter County as long as the residence is located within the 60-mile parameter of Falkenburg Road Jail at the time of appointment/employment (certified only).
- In the event of an emergency or disaster, may be required to respond promptly to duties and responsibilities as assigned by management chain, Division/District Commander, or the Sheriff (or their designee). Such assignments may be for before, during or after the emergency/disaster.

The duties and responsibilities on this job description represent the essential functions that an employee must be able to satisfactorily perform with or without reasonable accommodations. Reasonable accommodations shall be made upon request to enable employees with disabilities to perform the essential functions of their job, absent undue agency hardship. The Sheriff's Office retains the right to change or assign other duties to this job as necessary.

PREFERRED QUALIFICATIONS

- A bachelor's degree from an accredited institution of higher education with a major in communications, journalism, or a related field.
- Experience in social media marketing.
- Advanced knowledge of professional photography and videography.
- Ability to work in Adobe Creative Suite (Premiere, Photoshop, etc.).