HILLSBOROUGH COUNTY SHERIFF'S OFFICE
CHAD CHRONISTER, SHERIFF

Public Affairs Bureau Manager

Job Code: U9987
Pay Grade: UK
Pay Scale: $110,393.08-$165,589.62 Annually
Exempt: Yes

OVERVIEW

Manage and direct the agency's public affairs functions to support effective communication with the public, media, and community.

DUTIES & RESPONSIBILITIES

Duties may vary based on assignment.

- Develop multimedia communications strategies and execute programs to achieve broad organizational goals and objectives and respond to events that affect the Sheriff's Office.
- Supervise, coach, and evaluate assigned staff; assign work, set priorities, and provide training to promote consistency and accuracy; provide ongoing feedback and initiate corrective action, up to and including dismissal.
- Assist in determining funding requirements, developing budget submissions, monitoring status of allocated funds, and controlling expenses.
- Be available on a 24-hour basis to respond to field situations requiring media response to protect the interest of the Sheriff and/or Hillsborough County.
- Coordinate internal and external ceremonial functions.
- Attend conferences, training classes, and workshops to maintain knowledge of relevant industry trends and changes.
- Serve as Acting Chief Communications Officer as required.
- Creative Services
- Oversee the design and production of graphics, publications, displays, videos, and other visual materials to ensure quality, accuracy, and consistency with Sheriff's Office standards.
- Direct and coordinate video and multimedia production operations, including studio management, live-stream and news conference recording/broadcast setup, podcast production, and post-production editing processes.
- Oversee the agency's photography and videography program, including event coverage, portrait/recruitment imagery, and digital asset management, ensuring proper archiving and accessibility of visual media assets.
- Oversee print production operations, including press equipment, pre-press processes, and production troubleshooting, to ensure timely and accurate completion of print orders.
- Ensure staff maintain proficiency with required equipment, software, and technical certifications relevant to their assignments.
- Public Relations
- Lead the development of public relations strategies and programs to maintain a favorable public image of the Sheriff's Office; assist in managing media relations and maximizing media opportunities.
- Direct appropriate responses to other law enforcement agencies concerning cases being handled by the Sheriff's Office.
- Direct the agency's response to media inquiries, including designating spokespeople, coordinating interview requests and news conferences, and directing the release of public

records to the news media after appropriate redaction in accordance with Florida public records law.
- Direct accurate and timely crisis communication and public safety communication efforts, providing the media and public with information during major incidents.
- Oversee the writing and release of press releases, media kits, and other agency communications for internal and external audiences, and maintain cooperative relationships with community, media, and public interest groups.
- Oversee the agency's social media presence, including content strategy, platform management, and daily monitoring and engagement, ensuring timely posting during ceremonies, community events, and on-scene incidents.
- Perform other related duties as required.

KNOWLEDGE & ABILITIES

- Knowledge of departmental rules, regulations, General Orders, memoranda, and bulletins to answer inquiries from the media or public.
- Knowledge of the principles and practices of media production, communications, and dissemination techniques and methods including alternative ways to inform the public via written, oral, and visual media.
- Knowledge of, and ability to use, various computer, printer, and word processing software used in the development of communication media.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Knowledge of proactive strategies to support communications surrounding new, existing, or potential circumstances impacting the Sheriff’s Office.
- Knowledge of the principles and practices of graphic design, print production, and video/ photo production, including layout, studio operations, editing, and digital asset management.
- Ability to use considerable initiative, think independently, and exercise sound judgment.
- Ability to analyze data and present ideas and information effectively, both orally and in writing.
- Ability to analyze and report upon operating conditions and problems.
- Ability to plan, organize, and review the work of others.
- Ability to keep up with the current/emerging technology in the public relations and criminology fields.
- Ability to oversee quality, consistency, timelines, and resources across multiple creative and media production disciplines.
- Ability to work cooperatively with the media, all levels of Sheriff’s Office employees, community partners, and the public.
- Ability to establish objectives and strategies, identify required resources, and develop plans to carry out work.
- Ability to multi-task.
- Ability to handle confidential information.
- Ability to use various social media platforms.
- Ability to use still and video cameras and still and video camera editing software; photocopier; and sound systems.
- Ability to safely operate a motor vehicle.

SKILLS

- Crisis Communication
- Media Relations
- Public Speaking
- Social Engagement
- Social Media Platform

WORKING CONDITIONS

- Work within an office environment within a law enforcement agency.
- May work outdoors in a subtropical climate in potential adverse weather conditions.

- 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).
- May travel to various work sites using a Sheriff's Office-issued vehicle (e.g., car, full-size van, full-size pickup truck) to perform essential duties.
- Work standard business hours.
- May work non-standard hours including nights, weekends, and holidays.
- Maintain cell phone availability after hours and at home to aid/guidance to subordinates.
- 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 bachelor's degree from an accredited institution of higher education with a major in public relations, communications, journalism, media relations, digital media, or a closely related field.
- Four years of progressively responsible professional experience in public relations, communications, journalism, media relations, multimedia production, digital media, or a closely related field, including at least one year of supervisory or lead experience.

OR

- A master's degree from an accredited institution of higher education with a major in public relations, communications, journalism, media relations, digital media, or a closely related field.
- Two years of progressively responsible professional experience in public relations, communications, journalism, media relations, multimedia production, digital media, or a closely related field.

ADDITIONAL JOB REQUIREMENTS

- Attendance at the specified Sheriff's Office work location is required.
- Depending on assignment, Employees must 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).

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.