

# Communications Manager

Sarasota County Supervisor of Elections

Sarasota, FL

## Position Summary

The position of Communications Manager is responsible for the development, implementation, and evaluation of communication initiatives for the Sarasota County Supervisor of Elections. These communication efforts include sharing timely and relevant election-related information with voters, media, government agencies and internal staff through written and electronic communications mediums. This nonpartisan and nonpolitical position supports the mission and responsibilities of the supervisor of elections; provides guidance and leadership to temporary and permanent office staff regarding all communications activities.

**Employment Type:** Full-Time, Exempt  
**Pay Range:** Salary based on experience and qualifications

## Key Responsibilities

- Develop and implement a comprehensive communications plan
- Supervise communications and outreach staff
- Provide leadership and support to all staff (permanent and temporary) regarding communications activities and materials
- Strengthen public and media relations
- Oversee all print and electronic media, social media, website content and outreach
- Ensure overall compliance with Help America Vote Act (HAVA) voter education requirements

## Minimum Qualifications

- Graduation from a regionally accredited college or university with a bachelor's degree in journalism, communications, English, or a related field
- Minimum of 3-5 years progressively responsible experience in developing and implementing effective communication efforts
- Demonstrated successful leadership and strategic planning experience
- Experience in staff training and management
- Excellent writing and editing skills, including knowledge of AP style
- Strong verbal, presentation, problem solving and interpersonal skills
- Experience with graphic design and other software programs or applications, including, but not limited to, Microsoft Office, Adobe InDesign, Photoshop, Illustrator, Canva, and social media platforms (Facebook, Twitter and YouTube)
- Ability to remain organized, meet deadlines and balance projects in a fast-paced, sometimes stressful and changing environment, possessing a strong sense of urgency and initiative

- Ability to establish and maintain positive working relationships cross-departmentally and as part of a team
- Ability to oversee and effectively monitor the impact of communication projects
- Self-starter with ability to suggest, create and lead new organizational initiatives
- Possession of a valid Florida driver license and favorable driving record

### **Preferred Qualifications**

- Master's degree in journalism, communications, English, or a related field
- Knowledge of federal, state, and county laws and directive guidelines as they pertain to the election process
- Working knowledge of content management systems, HTML coding, and digital graphics production

### **Job Based Competencies**

- Experience in the writing and development of a comprehensive strategic communications plan
- Impeccable interpersonal, written, presentation and communication skills
- Knowledge and understanding of best communications practices, tools and techniques in all aspects of print, broadcast, and electronic media
- Self-motivation and the ability to meet critical deadlines
- Solid management and leadership experience

### **Work Environment**

- Involves sitting at a desk in an office environment with some standing, stooping, and occasional lifting of objects less than 25 pounds
- Demands the ability to work well under pressure
- May involve local travel, long distance travel for training and extended hours at various locations

**Send resume to: [jfett@sarasotavotes.com](mailto:jfett@sarasotavotes.com)**