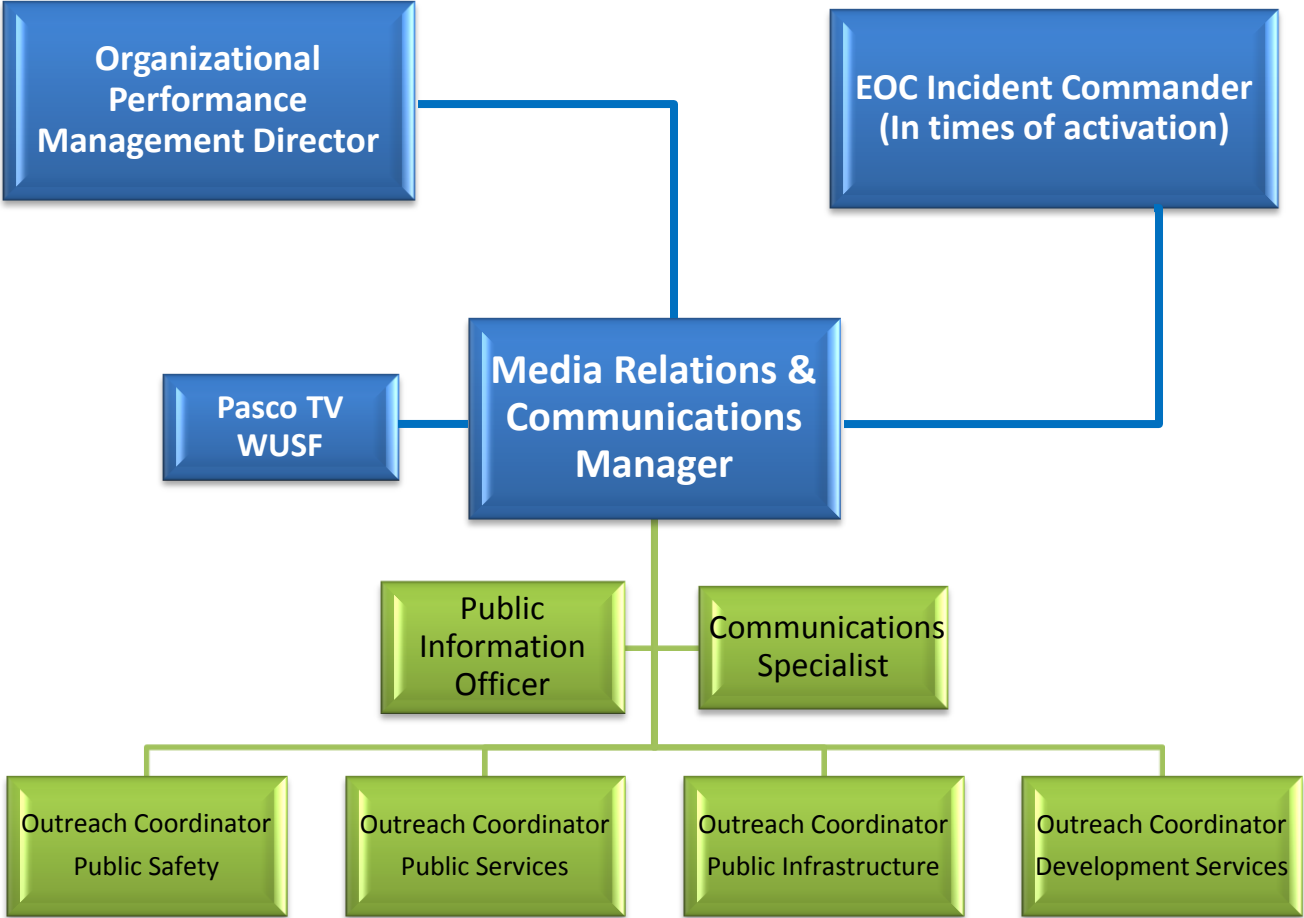
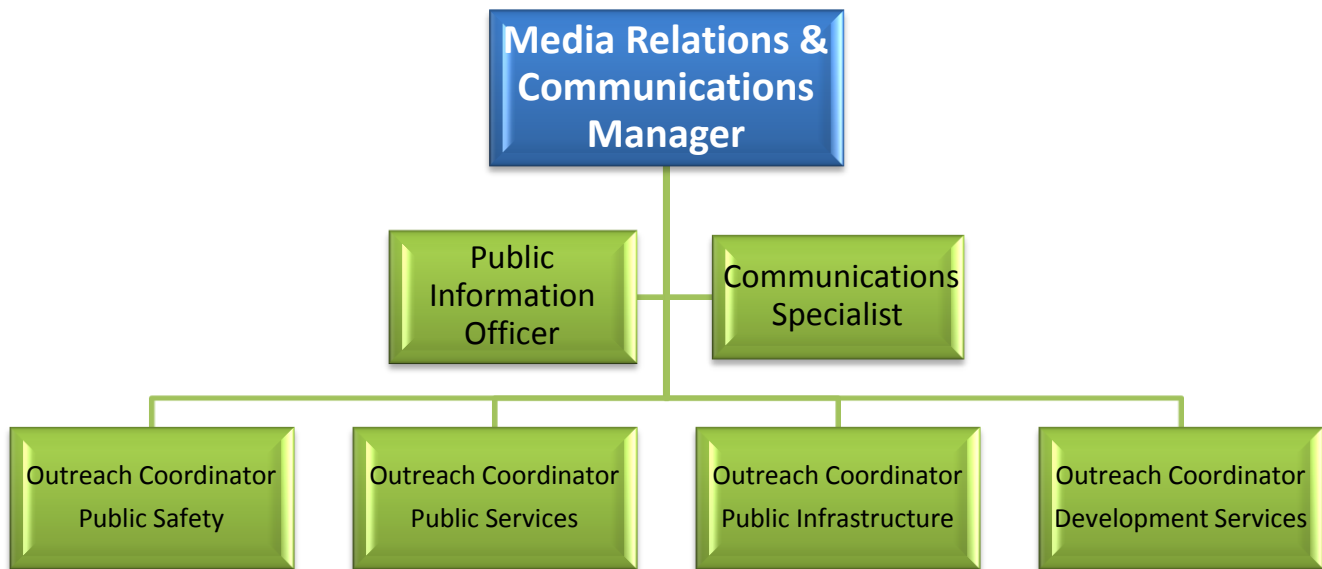


Pasco County
Media Relations & Communications
Department





Communications Manager:

- Plans, develops, and manages County-wide community outreach and information programs.
- Coordinates and plans cooperative production, programming, or special events efforts with County departments or external organizations.
- Directs the operations of the County's local access cable channel, including scheduling, supervising, and general management of the station activities.

Public Information Officer:

- Primary interface with the media and the public.
- Assists with the development of internal and external County communications, including writing, preparing, and delivering articles, speeches, newsletters, brochures, pamphlets, website, advertising, press releases, and press conferences about the County.
- Researches, writes, edits, and periodically updates accurate, pertinent information, and readable copy for County publication.

Communications Specialist:

- Manages content on County websites and social media sites, to ensure consistent messaging.
- Develops videos, brochures, press releases and other marketing materials.
- Monitors and measures impact and response to communications activities.
- Reports media coverage and manages media requests.

Outreach Coordinator:

- Oversees and coordinates external communications actions and activities for the Branch.
- Manages individual website content and messaging and updates.
- Prepares press releases and social media feeds.