

LAKE WORTH DRAINAGE DISTRICT

JOB POSTING

PUBLIC INFORMATION MANAGER

GENERAL DESCRIPTION:

This supervisory and highly independent position directs the District's public outreach and information programs, ensuring effective communication with the public, stakeholders, and the media. This position also oversees the District's records management functions, ensuring compliance with legal and regulatory requirements. The Public Information Manager serves as a liaison between the public and the District and involves the development of a variety of public communication projects and publications. This role requires independent judgment. Strategic thinking, and a proactive approach to public relations.

ESSENTIAL JOB FUNCTIONS:

Public Outreach and Communication:

- Develops, implements, and manages public information programs to enhance community engagement and awareness of District activities.
- Acts as a District spokesperson, coordinating public messaging and responding to media inquiries.
- Creates press releases, newsletters, reports, presentations, and other communication materials.
- Oversees the District's website and social media presence, ensuring timely and accurate updates.
- Plans and executes community outreach events, public meetings, and educational initiatives to foster public understanding and support.
- Cultivates and maintains relationships with key stakeholders, including government agencies, community groups, and industry partners.
- Develops and implements crisis communication strategies and serves as a point of contact for emergency communication efforts.
- Represents the District at community association groups, civic organizations and other meetings, delivering speeches and presentations as directed by management.

Public Records Management:

- Supervises the District's records management functions, ensuring compliance with federal, state, and local regulations.
- Creates and enforces records retention policies and procedures.
- Ensures timely and compliant responses to public records requests.
- Offers guidance and training to staff on proper records management practices.

Administrative and Supervisory:

- Directly supervises the Public Outreach Specialist and Records Clerk
- Prepares and manages budgets related to public information and records management.
- Monitors industry trends and best practices in public information and records management, recommending improvements as needed.
- Provides support prior to, during, and after major storm events and emergency situations due to the District's emergency management response role.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE

- Bachelor's degree in Communications, Public Relations, Journalism, Public Administration, or a related field.
- Minimum of five (5) years of experience in public relations, communications, records management, or a related field.
- Supervisory experience preferred.
- Experience working in a government, public agency is a plus.

LICENSES:

- Valid Florida Driver's License required.
- Certified Records Manager (CRM) or Information Governance Professional (IGP) certification is a plus.

KNOWLEDGE, SKILLS AND ABILITIES:

- In-depth knowledge of public relations strategies, media relations, and community outreach techniques.
- Comprehensive understanding of public records laws and management principles, including legal and regulatory requirements.
- Excellent verbal and written communication skills, with comfort in public speaking and presentations.
- Ability to develop and maintain positive relationships with the public, media, and key stakeholders.
- Strong leadership, organizational, and project management skills, with the ability to manage multiple priorities.
- Proficiency in digital communication tools, including website content management systems and social media platforms.
- Ability to work under pressure, manage multiple priorities, and meet deadlines.

ESSENTIAL PHYSICAL SKILLS:

- Ability to see and hear (with or without correction).
- Strong verbal and written communication abilities.
- Ability to sit for extended periods, reach, and use fingers/hands for computer-related tasks.
- Capability to access, input, and retrieve information from a computer system.

ENVIRONMENTAL CONDITIONS:

- Work is primarily performed in an office setting, with occasional travel required for public meetings and events.
- May require attendance at evening or weekend events.

Interested candidates should submit an application and resume at <https://www.lwdd.net/employment-application>

Lake Worth Drainage District is an Equal Opportunity Employer and does not discriminate because of age, color, disability, ethnicity, marital or family status, national origin, race, religion, sex, sexual orientation or any other class protected by law. Preference in appointment will be given to eligible veterans and spouses in accordance with applicable law. A Veterans' Preference Information form is available upon request.