

**Division:** DIV Executive

**Position #:** 6146

**Department:** Comm Communications

**FLSA:** Exempt from Overtime Pay

**Location:** Tallahassee

**EEO Code:** 2

**Class Code:** 409

**Pay Grade:** 110

**Class Title:** Digital Communications

**FTE:** 1.0

**Specialist Last Updated:** 18-Aug-2021 11:18

**Reports to Position #:** 6141

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## Position Description

**POSITION TITLE:** Digital Communications Specialist

**REPORTS TO:** Director of Communications

**SUPERVISES THE FOLLOWING POSITIONS:**

**SUMMARY FUNCTION:** Fosters online communications between The Florida Bar and the general public, the media and Bar members. Works independently with general guidelines in planning and implementation of digitally focused programs, uses creativity in online message composition, multimedia presentations, website user interface development, and design of promotional and informational communications. Coordinates with others outside of the department and has extensive liaison duties at all levels within the Bar and with the public, media and Bar members.

<b>% of Time</b>	<b>Essential Duties and Responsibilities</b>
35	Writes speeches and talking points and develops and implements advanced multimedia presentations for Bar officers.
15	Develops and implements webpages, social media and communications/marketing email design and content. Develops and implements consistent branding, style and user interface standards across digital channels and communication platforms, including the Bar website. Edits and prepares documents for email distribution to Bar members and website publication.
15	Assists with producing video content for Bar officers by developing concepts, writing scripts, and handling production details including scheduling and location. Works with video editor to oversee post-production.
15	Staffs the Law Related Education Committee, coordinating the committee's plans for the year and serving as a liaison between the committee and outside contractors. Assists committee with social media and web support for the Legal Survival Guide website.
5	Assists Website Content Manager in fulfilling website change requests and conducting website improvement research.
5	Serves as backup on social media posting.
5	Serves as backup for assembling, disseminating and posting the Daily News Summary including selection of articles, clipping and archiving.
5	Other duties as assigned.

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% of Time	Essential Duties and Responsibilities
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**Non-Essential Duties and Responsibilities:**

**KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED FOR THE POSITION:**

**Knowledge of:**

- Public relations/information techniques
- Website design, management, usability and programming
- Graphic design and branding principles
- Photo and video editing software
- Social media platforms
- Professional office procedures and practices
- AP Style

**Skilled in:**

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Adobe Creative Suite (Acrobat, Illustrator, Photoshop, InDesign)
- Content Management Systems (WordPress)
- HTML, CSS and frontend design
- Email marketing software design and implementation
- Digital content creation (Canva)

**Ability to:**

- Communicate effectively and professionally, both verbally and in writing
- Create webpages and communications/marketing email design and content
- Create advanced multimedia presentations
- Create email templates, spreadsheets and advanced graphics
- Conduct advanced online research and data analysis
- Use discretion and independent judgment
- Work in a team environment
- Create accessible, ADA-compliant forms and documents
- Travel

**MINIMUM EDUCATION AND WORK REQUIRED FOR THE POSITION:**

**Required Minimum Education:**

Bachelor's Degree in communications, English, public relations, journalism, marketing or related field (proof of degree required at interview).

**Required Minimum Professional Work Experience:**

Three (3) to five (5) years of experience in public relations, public information or digital communications.

**Required Licensure Certification(s):**

N/A

**Other Job Related Requirements for the Position (e.g., work schedule, physical and mental requirements, language requirements, overtime, travel, use of equipment/machines, etc.):**

- Ability to travel to major Bar meetings.
- Regular work schedule, with the ability to work additional hours and outside the regular work schedule including weekends and holidays. Normal business hours are 8:00 a.m. - 5:30 p.m. Monday - Friday.
- Mental acuity.
- Ability to sit for long periods of time, hear and converse over the telephone, and key/work frequently on a computer. Use of office equipment.
- Ability to lift 5 to 10 lbs.

**Additional Information:**

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*This job description is not a contract for employment and The Florida Bar reserves the right to make any necessary revisions on the job description at any time without notice.*