Position Description

Position Title: Certification Specialist - Communications Coord.

Reports To: Assistant Director, Legal Specialization & Education

Supervises the following positions:

Summary function: Performs a variety of high level administrative and program duties related to legal specialization and education (LSE) to assess applicant qualifications for board certification and recertification. Development, coordination, and implementation of communications materials and outreach to lawyers and the public to explain and highlight board certification.

% of Time Essential Duties and Responsibilities

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Develop and recommend creative and cost-effective methods to educate the public and the Bar membership about the board certification program; design promotional and informational materials for the board certification program, including public information brochures; prepare talking points, and other public relations tools to convey the purpose of board certification; coordinate email blasts to Bar Sections regarding filing dates and requirements to qualify; coordinate the preparation of news releases for those who are newly certified, and other notable events, with the Communications Department; manage and update all the documents on the Bar's website pertaining to the certification program and its communications resources; develop and disseminate three issues of Capstone (the Certification program's electronic newsletter), and post to website; develop and revise informational pamphlets for each certification area; coordinate the awards reception, Power Point, and sponsor exhibit at the annual meeting; assist with special communications related projects, coordinate website updates, review other state bar promotional activities, and handle other related projects as approved and assigned by the LSE Director, or LSE Assistant Director, working in coordination with the Communications Director.

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Provide administrative support for board certification committees: receive, review, and prepare applications for certification committee review; update applications,
forms, standards, and policies; analyze content of applications in accordance with rules and policies; correspond with potential, initial, and recertification applicants regarding rules, policies, and procedures; prepare meeting agendas, minutes, and other committee correspondence; attend meetings and prepare minutes; maintain proper computer information/status codes; and prepare applicant recommendations and other pertinent data for the Board of Legal Specialization & Education (BLSE).

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Assist committees with certification examination preparation; oversee production and administration of exams; notify applicants of exam results; coordinate exam reviews with committee members and examinees; attend exam reviews; and provide rule and policy information for exam challenges and appeals.

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Assist with special projects and duties as assigned by Director and LSE Assistant Director.

Non-Essential Duties and Responsibilities
N/A

Knowledge, Skills, and Abilities required for the positions

Knowledge of:
- Professional administrative procedures and practices
- Legal terminology relevant to certification practice areas
- Public relations techniques
- Proper punctuation and grammar usage
- Adobe Acrobat

Skilled in:
- Electronic communications
- MS Word, Excel and PowerPoint proficiency
- Database usage proficiency (Lotus Notes or similar database, Adobe Pro, etc.)
- Internet research

Ability to:
- Manage and maintain a high level of confidential work
- Communicate effectively and professionally; both oral and written
- Travel
- Learn The Rules Regulating The Florida Bar, BOG and BLSE policies pertaining to LSE programs and Bar communications
- Prioritize work and coordinate multifaceted projects within set deadlines
- Analyze and apply TFB's rules, policies and procedures
- Demonstrate self
- motivation and direction; maintain professional demeanor in demanding situations
- Demonstrate initiative in group projects, creativity in program marketing, and operate well in a team atmosphere
- Compose and communicate complex information with accuracy and grammatical precision
- Tactfully manage difficult situations using sound independent judgment and discretion
- Consistently provide an excellent service
- oriented attitude
- Create ADA compliant forms and documents using Adobe
- Use discretion and independent judgment
- Think logically
- Effectively problem solve

Minimum education and work required for the position:

Required minimum education:

Bachelor's Degree, preferably in Communications; Public Relations; Journalism; or related field (proof of degree required at interview).

Required minimum professional work experience:

Two (2) years of administrative experience, including some experience in public relations and/or public information.

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.):

- Must be able to travel; work overtime when necessary; and manage stressful situations.
- Ability to sit for long periods of time, hear and converse over the telephone, and key/work frequently on a computer.
- Ability to lift 5 to 10 lbs.
Additional information:

Additional progressively responsible administrative, and public relations/and or public information experience may substitute for the degree on a year-for-year basis. The degree is highly preferred and will be given preference.

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.