



Job Description

Job Title: Director, Communications
Department: External Affairs
Reports To: SVP, External Affairs
FLSA Status: Exempt
Salary: \$70,000 - \$75,000
Location: Tallahassee

BASIC PURPOSE:

This position is responsible for supporting Enterprise Florida's corporate communication initiatives by creating press releases and digital content, liaising with state agencies and partners, and maintaining social media presence to further the company's mission of job creation across the state.

ESSENTIAL ACCOUNTABILITIES or TASKS:

- Work with Enterprise Florida, Inc. (EFI) staff, Executive Office of the Governor (EOG), companies and partners to create press releases announcing new job creation projects, military & defense grants, trade & development mission results, EFI news and related economic development topics.
- Assist in the scheduling of jobs announcements events between the EOG, companies and partners
- Serve as spokesperson to the news media and generate proactive media stories and pitches to state, national and international media.
- Act as a communications liaison to each division, companies and statewide economic development partners
- Create and post content to EFI website, social media outlets, and organize mini-social media campaigns for upcoming major announcements/events
- Write, proofread and edit additional communications targeting diverse audiences, e.g., business letters, scripts, talking points, press kits, content for EFI's annual report, etc.
- Provide input in strategic planning efforts for marketing & communications team

SUPERVISION:

Not applicable for this position

ACCOUNTABILITY: Impact and Scope:

No financial or other measurable accountabilities have been identified for this position

MINIMUM QUALIFICATIONS REQUIRED:

- Bachelor's degree in a communications field with emphasis on public relations, journalism or organizational communications
- Five years' experience in public relations, corporate relations or public affairs
- Superb strategic planning, writing, editing and communication skills.
- Excellent organizational skills with the ability to prioritize multiple tasks while achieving a high degree of accuracy.

PREFERRED KNOWLEDGE AND SKILLS:

- Excellent business writing and public relations writing skills
- Excellent interpersonal communication skills
- Excellent project management and organizational skills
- Experience using AP Style
- Experience in local, state or federal government relations
- Ability to multitask
- Deadline-oriented
- Team-oriented
- Willing to travel 20%

Send resume with salary history to: hrdirector@eflorida.com

EFI is subject to the Public Records Law and the Sunshine Law; therefore, submissions to this job announcement could be subject to public disclosure.