



**SOUTH FLORIDA REGIONAL PLANNING COUNCIL (SFRPC)**

**Date: July 24, 2024**

**Location: Hollywood, Florida**

**Position Open: Communications / Social Media Coordinator**

**Hours: 20 Hours Per Week (May increase to 40 hours per week, depending on need).**

**Salary Range: \$31,000+ Part Time (Full Time, \$62,000 - \$70,000)**

**Availability: Until the position is filled.**

**General Information:**

The SFRPC has served as the regional planning agency for Monroe, Miami-Dade, and Broward counties since 1974. It was also designated the U.S. Department of Commerce Economic Development District for South Florida in 1994. It is governed by a public/private board of county and municipal elected and appointed officials from the three counties. The Council supports the region's elected leaders and public, private, and nonprofit stakeholders through regional, collaborative planning and the development and implementation of programs and strategies shaping a better future for Southeast Florida. The Council is a non-partisan public agency.

**Position:** Communications / Social Media Coordinator

This is a highly responsible professional and technical position in the field of communications, social media, and community relations.

**Nature of Work:**

This position requires a responsible, professional level of work in the coordination and development of online and social media for the SFRPC. This employee will assist staff, including the Council's marketing and web development consultants, in developing and maintaining the SFRPC's website and promoting and disseminating information regarding the SFRPC's special events, community outreach events, and various work products. This employee should have excellent writing, editing (photo/video/text), presentation, and communication skills; social media experience and social analytics tools knowledge; knowledge of online marketing and a good understanding of major marketing channels; be detailed and customer-oriented with good multitasking and organizational abilities; and be comfortable in a fast-paced environment and able to manage and execute multiple projects and campaigns simultaneously. This person is creative, a self-starter, and knows how to work with elected officials.

**Primary Duties:**

Establishing a strong, positive public presence of the SFRPC through its website, social media, and communication activities:

- Generate, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and informs community members about important regional issues.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Monitor and report on social media feedback and online reviews.
- Coordinate with the Executive Director and marketing and web development team to ensure brand consistency across all online platforms and printed collateral materials.
- Develop and disseminate the SFRPC's Annual Report, newsletters, and multi-media products.
- Develop and maintain the agency's email distribution lists.
- Manage and maintain the SFRPC calendar of events on the website and applicable social media outlets for all meetings, special events, and any other applicable occurrences of SFRPC meetings.
- Maintain and update the agency's mailing list.
- Be comfortable in a fast-paced environment and able to manage multiple projects and campaigns at one time.
- Ability to establish and maintain effective working relationships with elected officials, agency staff, outside agencies, and the general public.
- Review and proofread studies, reports, and materials provided by others to ensure accuracy.
- Encompass strong research skills.
- Prepare press releases, materials for websites, newsletters, annual reports, and other publications.
- The ability to translate and prepare documents into Spanish is a benefit.
- Confer with the public and officials regarding programs of the Council.
- Attends meetings, conferences, and seminars.
- Assist Council staff in any project that is directed by the Executive Director.

**Knowledge, Abilities, and Skills:**

- Knowledge of the economic, social, and political factors influencing community and regional planning and development.
- Thorough knowledge of social media applications.
- Ability to produce press releases, newsletters, brochures, and informational documents about the Council.
- Ability to make professional looking documents and to make documents and website materials ADA compliant.
- Ability to communicate clearly and concisely, verbally and in writing.
- Ability to proof own work and the work of others.
- Ability to handle multiple projects simultaneously, while planning for the future.
- Ability to establish and maintain effective working relationships with superiors and co-workers.
- Excellent interpersonal, verbal, and written communication skills, including proper spelling, grammar, and editing for clarity.
- Proficient computer skills including Microsoft Office365 and Adobe products. Experience in WordPress and Constant Contact.
- Proficient public speaker.

- Strong attention to detail, multitasking abilities, and organizational skills.
- Local knowledge of Southeast Florida and ability to communicate in a non-partisan, politically sensitive manner.

**Education/Experience:**

Bachelor's Degree in Communications, News Media, Public Relations, Marketing, Business, or related fields. Additional experience may substitute for the required education on a year-for-year basis.

A minimum of two to three years of professional experience in web development, social media, or related fields is required.

**Physical and Sensory Requirements / Environmental Factors:**

- **Physical Ability:** Duties require the ability to exert light to medium physical effort in sedentary to active work. This may include the occasional lifting, carrying, pushing and/or pulling of objects and materials of heavier weight. Tasks may involve extended periods of time at a keyboard or workstation.
- **Sensory Requirements:** Some tasks require the ability to perceive and discriminate sounds, and visual cues or signals. Some tasks require the ability to communicate orally.
- **Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

**License, Certification or Registration:**

- Must have a valid driver's license and be able to secure a valid Florida driver's license at the time of employment within this classification.

**Job Location:** South Florida Regional Planning Council, 1 Oakwood Boulevard, Suite 250, Hollywood, Florida.

**Salary and Benefits:** The SFRPC offers a competitive salary and full benefits package including medical, dental, vision, life insurance, and retirement plan benefits. Salary is subject to negotiation.

**Please submit a resume fully describing your experiences and qualifications to Kathe Lerch, Director of Administration, at [sfadmin@sfrpc.com](mailto:sfadmin@sfrpc.com).**

**Contact:**

South Florida Regional Planning Council  
1 Oakwood Boulevard, Suite 250  
Hollywood, Florida 33020  
[sfadmin@sfrpc.com](mailto:sfadmin@sfrpc.com); 954-924-3653  
[www.sfreionalcouncil.org](http://www.sfreionalcouncil.org)