



City of Pembroke Pines Communications Plan Proposed Revisions 2025

Plan Overview

The Pembroke Pines Department of Communications serves as the voice of our City. We are committed to keeping our 171,000 residents and businesses informed with accurate and the most current information possible 24 hours per day, 7 days per week, 365 days per year. With a commitment to transparency, the team of professional communicators disseminates information through original content on social media, digital platforms, city publications and general market media regarding our public safety, schools, parks, programs, policies, city commission and all other city operations.

The City of Pembroke Pines recognizes that effective communication is a cornerstone of good governance and a vibrant community. As Broward County's second most-populous municipality and 10th largest in Florida, it is imperative that our efforts to communicate information with our 171,000 residents and business owners be regularly reviewed, revised and improved. The proposed revisions to the City's Communications Plan are designed to support and enhance the City's efforts to foster transparency, build trust, and facilitate a stronger connection between our residents and leadership — the Mayor, City Commissioners, and staff. Through clear, consistent, and engaging communications, Pembroke Pines communication professionals aim to increase awareness of the City's brand, policies, programs, and services, ensuring that both residents and elected officials are equipped with the right information to make informed decisions about their hometown.

Serving Distinct Audiences

The City of Pembroke Pines Communications Department serves two key constituencies: Our residents and the city's elected leaders and administrators. Its team members must act as the most trusted source of information for residents and as communications advisors for both city administration and its elected officials.

- For leadership and staff, the department delivers timely, accurate information to support decision-making and to improve communication between officials and residents.
- For residents, businesses, and visitors, the department provides clear, accessible communication through newsletters, email blasts, social media, real-time updates, and city-run campaigns that connect people to city services, programs, and events.

A Living, Evolving Framework

This plan was designed as a living document. Updates to this Communications Plan will be made on a regular, ongoing basis as technologies and communication strategies evolve to meet the expectations of our residents and business community. Staff will make every effort to improve public access to information about the City of Pembroke Pines and its services; assure timely communication with citizens; assure that the City provides clear, accurate and useful information; and enhance transparency of decision-making and outcomes.

Purpose

The primary purpose of the City of Pembroke Pines Communications Plan is to serve as a guiding framework for how the City communicates—both internally and externally—with intention, coordination, and impact. This plan ensures that messaging is consistent across all City departments, divisions, and community partners, while also reinforcing the City's identity, values, and priorities.

Key Objectives:

- 1. Proactive Engagement and Leadership Support:** The communications team will proactively ensure the Mayor and City Commissioners have the timely, relevant information they need to lead effectively. Daily updates—like news clips, current events, and city-impacting developments—will keep leadership informed and prepared with clear, concise messaging to engage confidently with the community. News clips are particularly relevant for all Pembroke Pines officials to have the latest information on what is being reported about our city.

This proactive approach includes:

- **Daily Information Briefings:** Providing leadership with daily summaries or clips of important news, current events, public sentiment, and highlights relevant to the City, allowing elected officials to stay informed and

prepared. See detailed breakdown of the options and implementation of a daily news clippings template email below.

- **Key Talking Points for Events/Engagements:** Developing tailored, clear recommended talking points for public appearances, media interactions, and community forums, addressing both routine topics and emerging issues. (Template provided below)
 - **Anticipating and Addressing Community Concerns:** Monitoring community conversations and preparing leadership with insights and responses to potential concerns, ensuring that elected officials are ready to address questions or issues as they arise.
 - **Aligning Messaging Across Departments:** The Communications Department will be in charge of coordinating with all city departments to ensure that leadership's messaging aligns with the City's goals, fostering consistency, transparency, and trust.
2. **Timely and Transparent Communication:** The Communications Department will provide timely, accurate information to both residents and leadership, fostering trust and transparency. This includes ensuring the Mayor and Commissioners have up-to-date materials for public forums and creating real-time engagement opportunities for the public to interact with leadership.
 3. **Active and Visible Internal Communications:** Remaining visible and engaged, the department will drive efforts that align with the City's priorities. The Communications Department will lead real-time, accurate messaging to City leadership and staff through daily updates, briefings, and coordinated content. The team will actively support the Mayor and Commissioners with the development of speeches, press releases, and public statements, ensuring clear, consistent communication.
 4. **Support for City Initiatives and Community Outreach:** The communications team will support the Mayor and City Commissioners by amplifying their efforts and initiatives, driving engagement, and providing feedback on community sentiment. Through proactive campaigns, the team will help build public understanding, participation, and support for city goals. Additionally, we will ensure that all initiatives are aligned with the City's overarching strategic goals and effectively communicated to residents. This will include live-streaming of all city events or ceremonies such as Memorial Day, September 11th, etc.
 5. **Unified City Identity Across Internal and External Messaging:** A strong, unified communications strategy is crucial for building a consistent and cohesive brand identity for Pembroke Pines. Whether communicating with

residents, business owners, or city staff, our approach will reinforce the City's values, achievements, and vision. This helps both residents and elected officials see a clear and consistent message from one city, one voice. The Communications Department, lead by the Communications Director, will be in charge of ensuring that the internal and external messaging is aligned.

- 6. Adapting to Digital Change for Leadership Visibility:** As new digital communication tools emerge, staff will learn about and leverage these technologies to increase the visibility of the City's brand, and the Mayor and Commissioners, enabling them to engage directly with residents and members of the media. From social media campaigns to livestreams of public meetings, the team will ensure Pembroke Pines leadership is always accessible, visible, and connected to the community. New Platforms like Blue Sky and Reddit should be added to the city social media platforms. Every quarter, the Communications team should offer any member of the city commission a tutorial on new and emerging social media platforms to support their individual communications efforts.

Strategic Benefits of the Communications Plan

The Communications Plan is designed to be a bridge—connecting city leadership with the residents they serve in meaningful *and* impactful ways. By building intentional, proactive communication strategies, the City of Pembroke Pines will cultivate trust, transparency, and an inclusive civic experience.

For Mayor & Commissioners:

- Clear and consistent messaging will enhance leadership visibility and reinforce public confidence in City decisions.
- The Communications team will provide ongoing support with talking points, press releases, speechwriting, and media coordination to help elected officials stay informed and prepared in all public-facing roles.
- With regular updates, curated briefings, and timely messaging tools, City

leadership will be equipped to proactively address emerging issues and align with the City's strategic goals.

For Residents:

- Communications will go beyond information delivery—it will create an experience of connection, inclusion, and civic pride.
- Residents will receive timely updates, accessible information, and invitations to participate in decision-making processes

that impact their neighborhoods.

- Community events, campaigns, and storytelling initiatives will spotlight the

people, cultures, and accomplishments of Pembroke Pines, helping residents feel seen, valued, and proud of their role in shaping the city's future.

A Fundamental Obligation of City Government

In today's fast-paced, technology-driven world, cities face the ongoing challenge of reaching residents, businesses, and visitors with timely, accurate, and relevant information. The City of Pembroke Pines recognizes the need for an integrated, dynamic communications strategy that evolves with technological advancements and the shifting needs of the community. This Communications Plan is designed to work in close collaboration with all City departments, incorporating insights from the community and aligning with the City's master plans and strategic objectives.

Key elements of this proactive communications approach include:

- **Empowering Informed Participation:** Clear, consistent communication gives residents easy access to accurate information, encouraging engagement and two-way dialogue that shapes the City's future.
- **Building Community Pride and Trust:** Sharing successes, services, and responsible spending builds trust, boosts satisfaction, and strengthens community pride.
- **Driving Growth, Attracting Talent, and Improving Services:** Strategic, transparent messaging enhances the City's reputation—attracting talent, businesses, and residents while promoting growth, inclusivity, and service improvement.
- **Turning Residents into Ambassadors:** Positive communication empowers residents to become ambassadors for Pembroke Pines. When informed and engaged, they become natural advocates, promoting Pembroke Pines as a vibrant place to live, work, and play.

Key Messaging

Effective City communication:

- Enhances the quality of life for our residents by keeping them informed and engaged.
- Promotes environmental sustainability through clear, actionable communication on green initiatives.
- Delivers forward-thinking, inclusive information on services

and programs accessible to all community members.

- Fosters a vibrant community by supporting diverse recreational, educational, and cultural opportunities, while maintaining essential municipal services.
- Drives responsible economic development to enhance the City's competitiveness and attract investment.
- Recognizes the interconnectedness of our local and regional communities, and

communicates collaboratively to address shared needs.

- Commits to transparent, accountable governance that keeps residents informed and involved.
- Supports a positive work environment that encourages collaboration, innovation, and personal growth.
- Partners with community organizations, businesses, and residents to promote a healthy, thriving city.

These principles guide all City projects and initiatives, ensuring that communication remains consistent, transparent, and aligned with both leadership and community goals.

Communication Tools/Platforms

The City of Pembroke Pines, through its Office of Communications, achieves effective and cohesive communication by utilizing a wide range of platforms. These include social media (Facebook, Instagram, X (formerly Twitter), LinkedIn, and Nextdoor); YouTube under "Pembroke Pines Media," which offers creative video content that highlights City activities and provides essential information; and the City's website, which serves as a central hub for timely updates and department resources. The city should add both Reddit and Blue Sky as additional social media platforms to disperse information and messaging.

The City distributes a digital newsletter, **Newsflash**, emailed monthly to nearly 36,000 residents and businesses. To enhance reach and relevance, the City is exploring segmenting the newsletter audience by interest or district and increasing frequency based on topical urgency or community need. This allows for more personalized and timely content delivery while boosting engagement.

City Connect (digital newspaper), now fully digital as of December 2023, is published in English and Spanish six times a year on the City website. Additional channels include PEG TV, digital signage across seven City locations, and the website's Spotlight feature, which shares summaries and videos of Commission meeting agenda items. We suggest rebranding the City Connect digital newsletter to the "Pines Pulse – the heartbeat of our community" and should include a "Your Tax

Dollars at Work” section so readers know what their tax dollars are being spent on. A “Business Beat” can highlight new businesses that are opening in the city. How-to guides on paying bills, filing a permit application, or doing other business in the city. “Civic Engagement Corner” could highlight commission meeting recaps and open board positions. Include a single page in the magazine of all events so residents can have a full calendar of events in one place.

Press releases are distributed to media outlets twice weekly and posted on the City website, with staff maintaining strong relationships with local reporters to ensure accurate coverage and promote ongoing engagement.

Social media continues to be a critical outreach tool. In addition to regular posts and ‘stories,’ the City utilizes paid advertising when warranted and is expanding efforts to collaborate with social media influencers / community ambassadors to promote special events. To keep content impactful and engaging, the communications team follows platform-specific best practices—including posting at optimized times, using strong visuals, and prioritizing quality over quantity. Future strategy will include thematic content series, community spotlights, and video-first approaches such as Reels and Shorts, all aimed at improving organic reach and fostering community connection.

The City’s updated 2022 website remains a vital hub for residents, businesses, and visitors. It offers live and archived Commission meetings, event calendars, and department updates, along with resources on hurricane preparedness, child safety, and mental health. Features like “Notify Me” and the Pines Pal Chatbot support real-time, personalized information. The City is also exploring more mobile-friendly, user-friendly platforms to further enhance the experience.

To promote transparency and consistent standards, the City has implemented a public-facing Social Media Policy (Terms of Use) available on the website, along with internal guidelines including a Social Media Policy and a Digital Signage Policy for staff.

Town Hall meetings and workshops continue to serve as valuable tools for encouraging resident input and strengthening communication pathways between the City and its stakeholders.

Public Records Law – Archiving Communications

The City of Pembroke Pines complies with this law. Florida’s Freedom of Information legislation, originally passed in 1967 and commonly referred to as ‘the Sunshine Law’ or Florida’s Government in the Sunshine Law, requires government agencies (i.e. state, county or municipal board or commission) to preserve public records regardless of physical form. This includes the digital records that are created on social media.

Public Records Law: Florida Statutes Chapter 119

“Public records” means all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, **regardless of the physical form**, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency.

External Communications vs. Internal Communications

External communications encompasses all social media, printed media, public relations, media relations, advertising, sponsorships and visual communications. It is how the City communicates externally with target audiences and all who will view the communication. The City also follows a more in-depth internal Communications Plan which includes crisis communications steps, brand standards, logo and city seal use; typography, employee policies, specific protocols, etc. – it is an all-encompassing extension and works hand-in-hand, allowing for comprehensive implementation. Overarching goals and corresponding objectives include:

Internal Communications Strategies to implement

- Internal newsletter or weekly staff updates from the City Manager.
- Emergency communication drills to prepare staff for crises.
- Recognition programs (e.g., internal shout-outs for communication successes).

Media Relations

Strong media relations are key to effective communication. The Mayor, Commission, Administration, and project managers should receive regular media training. To maintain a unified, accurate voice, all media interview requests for elected officials must be reported to the City Manager and Communications Office. The Communications team must proactively manage potential crises, address resident concerns, and ensure the City remains a trusted source by sharing accurate information and correcting misinformation. Media should be encouraged to direct the public to the City’s official channels for reliable updates. All departments must align messaging with City goals. Understanding media levels is critical—local outlets, with deeper community ties, should be treated as partners, while national media may prioritize sensationalism. Clear, professional communication is essential, as all interactions are on the record.

Media Protocol

All incoming media requests should be directed to the City PIO/ Division Director of Communications, City Manager or his/her designee unless received by the designated spokesperson (usually listed as the media contact on a news release). No staff member is to talk to the media unless they are a Department head or are deemed the most appropriate expert by the Department head or by the City Manager or his/her designee.

Media Releases: Media releases have no cost and are effective for generating publicity and awareness about City issues and events. Local media is very responsive to City news releases, and the Communications liaison provides consistent releases to ensure there is always an open line of communication present.

Public Service Announcements: Public Service Announcements (PSAs) are used for community service events or projects disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue. They are useful for communicating public safety information and are most commonly used via Pines Media TV.

Advertising: Online ads on social media enable targeted outreach and easy access to more information via website links. Successful event promotion relies on ads that follow branding standards, using the logo—not the seal. All ads, including in print and event programs, must meet these standards and be approved by the City Manager, their designate, or a Department Head.

Events: City presence at community events is vital for engagement and sharing key messages. If a Commissioner is unavailable, a City representative should attend and speak on the City's behalf. Promoting events across multiple platforms boosts participation and highlights the City's role in bringing the community together. (See events memo template)

Photo Gallery: The adage about a picture saying a thousand words remains true. Furthermore, news releases, social media posts, newspaper articles and PSAs have a greater chance of being run by the media and read by our audience when they include relevant, high-quality images. Communications staff takes photos and videos, and archives them in the City's Share File for use by all departments, and for promotional and historical purposes.

Website: The City's website is often the first point of contact and should remain attractive, intuitive, informative, and current. All media and ads should direct users to the site, which is regularly updated by departments with timely news, releases, and event listings.

Branding: All printed media shall follow branding standards as laid out in the Internal Communications Plan or the City’s Style Guide.

Measuring and Monitoring – Evolving and Updating

This Communications Plan will be a living document, evaluated periodically, and adjusted based on data and feedback. The effectiveness of the plan’s initiatives will be measured through the following key performance indicators (KPIs), with specific actions for tracking and achieving each target:

KPI Area	KPI	How to Achieve	Tracking Method	Target
Brand and Graphic Consistency	Percentage of communications adhering to brand and graphic standards	Create a detailed brand and graphic standards guide, review all content before publication for consistency	Monthly audits of all outgoing communications to assess adherence to standards, use a checklist or template	100% adherence across all platforms
Timeliness and Accuracy of External Communications	Average response time to public inquiries or requests for information	Use a CRM or helpdesk software to track inquiries and response times, establish standard operating procedures for timeliness and accuracy	Track response times through CRM system, report metrics monthly	Respond to 90% of inquiries within 24 hours
Customer Service and Satisfaction	Customer satisfaction rate based on feedback from residents	Create a feedback mechanism for residents after interactions (surveys, post-event forms), analyze feedback quarterly	Track satisfaction using online survey platforms, analyze results quarterly	85% or higher satisfaction rate
Internal Staff Communication and Morale	Results of internal staff surveys on communication	Conduct quarterly internal surveys to assess communication	Analyze survey results to identify actionable	80% of staff reporting positive experiences

	ion effectiveness and morale	effectiveness and staff morale	feedback, review patterns quarterly	with internal communications
Website Engagement and Analytics	Monthly website traffic, including unique visitors, page views, and bounce rate	Regularly update website with relevant content, optimize for SEO, ensure mobile-friendliness	Use Google Analytics or similar tools to track visitor data, set up goals and monthly performance reports	10% increase in unique visitors year-over-year
Social Media Engagement	Social media engagement rates, including likes, comments, shares, and overall follower growth	Develop a content calendar with engaging posts, interactive content, and data-driven posting times	Use social media management tools (e.g., Hootsuite, Sprout Social) to track likes, shares, comments, follower growth, review analytics monthly	15% increase in engagement per quarter, 20% increase in followers year-over-year
Media Relationships	Number of media mentions and the quality of media coverage (positive, neutral, negative)	Establish proactive media outreach strategies, track media coverage and its tone	Maintain a media coverage log, use monitoring tools (e.g., Meltwater, Google Alerts) to track mentions and sentiment	At least 10 positive media mentions per quarter
Resident Feedback and Accessibility	Percentage of residents who feel well-informed through communication channels	Offer multiple engagement opportunities for residents (surveys, town halls, social media polls), ensure accessibility	Use feedback surveys after events and through digital channels, analyze data for sentiment and information access	75% or higher positive response in resident surveys
Public Perception	Public sentiment	Monitor sentiment	Use social listening tools	70% or higher

measured through social media and surveys	through social media listening tools and public opinion surveys, respond to feedback transparently	(e.g., Brandwatch, Sprout Social), conduct sentiment surveys regularly	positive sentiment score
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Subscribe to Newswire Services

By subscribing to a newswire service, it ensures that the city staff and elected officials have up to the date information on news stories that are put out to the public. This also offers the city to correct the record as soon as possible if there is misinformation included in the article. It also gives the Communications Director the opportunity to push that article to the city media team, who can then highlight it on all city platforms. A “Daily News Briefing” should be sent to the city mayor, commissioners, manager, and director level staff to make them aware of the news of the city. (Template below)

There are various newswire services available to accomplish this:

- Meltwater (best for full news, social media, and TV/radio monitoring — very comprehensive, pricier) - <https://explore.meltwater.com/>
- Cision (strong in traditional media monitoring, PR analytics, influencer database) - <https://www.prnewswire.com/>
- Google Alerts (free — good for basic brand mentions but not comprehensive) - <https://www.google.com/alerts>
- Critical Mention (media monitoring including TV, radio, online; faster alerts) - <https://www.criticalmention.com/>
- LexisNexis Newsdesk (heavyweight for comprehensive news aggregation across sectors) - <https://www.lexisnexis.com/en-us/professional/media-intelligence/newsdesk.page>

The best combination for Pembroke Pines, which is a mid-size city, would be Meltwater or Critical Mention in addition to using Google Alerts for instant alerts to inboxes.

Use case:

- Immediate notifications if the City is mentioned (good for crisis response).
- Access to metrics on article sentiment, reach, and audience demographics.

Implementation

- Use Meltwater or Critical Mention for automated news scans.
- Template can be populated by Public Information Officer each morning by 8:30 AM and emailed to:
 - Mayor
 - City Commissioners
 - City Manager
 - Department Heads

Sample Daily News Briefing Template (below)
(Prepared by the Public Information Officer)



CITY OF PEMBROKE PINES

Daily News Briefing

Date: (Insert Date)

Prepared by: (PIO Name)

(Contact Information)

TOP 5 NEWS HEADLINES RELEVANT TO PEMBROKE PINES

1. Headline #1

Summary: (2–3 sentences summarizing the article)

Impact on City: (e.g., City mentioned? Relevant legislation? Public safety?)

Recommended Action: (e.g., prepare talking points, proactive release, monitor only)

Story Link: (Include full link)

Screenshot/PDF Link

2. Headline #2

(Repeat as above)

3. Headline #3

(Repeat as above)

4. Headline #4

5. Headline #5

EMERGING ISSUES TO WATCH

- Emerging issue #1 (e.g., upcoming legislation, major event coverage expected, trending controversy)
- Emerging issue #2

CITY MENTIONS IN MEDIA

- Outlet: (News outlet name)
- Title: (Article/Segment title)
- Tone: (Positive / Neutral / Negative)
- Summary: (Brief summary)
- Action Needed: (Optional responses or none)

PUBLIC ANNOUNCEMENTS REQUIRING AMPLIFICATION

- (E.g., Public Meeting Notice, New City Event, Public Safety Message, include Social Media Links)

KEY EVENTS TODAY/WEEK FOR LEADERSHIP AWARENESS

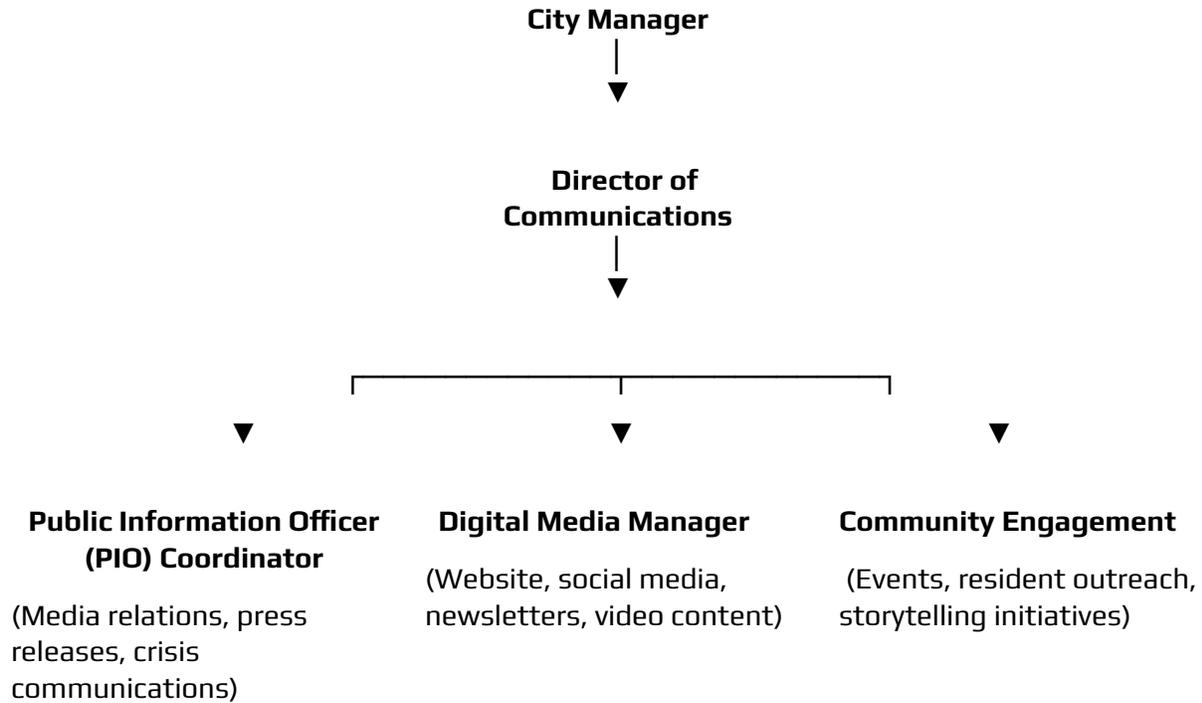
- 9:00 AM: (Event Name / Location / Notes)
- 5:00 PM: (Commission Meeting / Town Hall, etc.)

Need to expand city crisis communications protocol

- Create a formal crisis communications manual.
- Identify spokesperson tiers (Mayor, City Manager, Communications Director).
- Establish rapid-response templates for public statements.

- Pre-authorize some initial emergency messaging to avoid approval delays.

City Communications Org Chart



Director of Communications oversees strategy, crisis response, branding.

PIO handles media inquiries, distributes daily news briefs, and manages public records in media.

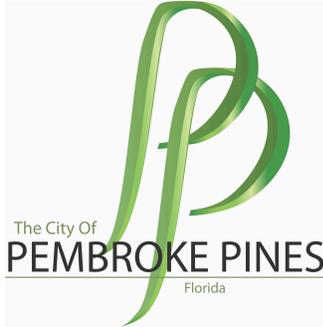
Digital Media Manager creates and schedules online content (Facebook, Instagram, City website, PEG TV).

Community Engagement Coordinator organizes public forums, event talking points memos, Town Halls, storytelling campaigns.

(For a smaller staff, some roles can overlap until growth justifies full positions.)

Event Talking Points Memo Template

(Prepared by the Community Engagement Coordinator)



CITY OF PEMBROKE PINES

Event Talking Points Memo

Prepared by: (Community Engagement Coordinator Name)

(Contact Information)

Date Prepared: (Insert Date)

Event Name: (Insert Event Title, e.g., Grand Opening of ABC Location)

Event Date/Time: (Insert Date and Start Time/End Time)

Event Location: (Insert Location Name and Address, City, State, Zip Code)

Primary City Elected Speaking: (Mayor/Commissioner Name) This person is taking point of the main remarks for the city and additional elected officials would proceed to speak after them in the event programming.

Confirmed City Elected Officials: (Commissioner Names)

Audience: (General Public, Local Businesses, Partner Organizations, Press)

Press Advised: List of Press confirmed in attendance/Reporter Names/Contact Info

Event Purpose: (Brief 1-2 sentence description of what the event is celebrating, announcing, or launching.)

Example: "Today we celebrate the grand opening of the newly expanded hospital, which offers our city's families and seniors increased capacity for health services. This will help reduce wait times in urgent care and to see a doctor to maintain your yearly health checkups. We are excited to see this new development come to our city which will bring with it new jobs and economic development."

Important Dignitaries & Executives in attendance

- Mayor (Full Name)
- Commissioner, District (Full Name)
- City Manager (Full Name)
- State Representative, District (Full Name)
- Chamber of Commerce President (Full Name)
- Developer Partner CEO (Full Name)
- School Board Representative (Full Name)

- Fire Chief (Full Name)
- Police Chief (Full Name)
- (Other Key Donors, Sponsors, Community Leaders)

** A separate attachment with short bios can be provided if needed.

Suggested Talking Points for Mayor/Commissioner Remarks

Opening

Greet the audience warmly:

“Good morning/afternoon everyone. Thank you for joining us today.”

Acknowledge VIPs individually if time permits (Mayor, City Manager, special guests).

Main Body

Celebrate the achievement:

“Today marks a major step forward for our community’s growth and quality of life.”

Tie to City vision or strategic plan:

“This project supports our commitment to creating a city where healthcare is more accessible to the residents of Pembroke Pines helping all residents to thrive.”

Thank partners and staff:

“This success would not be possible without the hard work of our city staff, community partners, and residents.”

Highlight resident benefit:

“This new hospital will serve thousands of families, seniors, and youth for generations to come.”

Closing

Call to action/invite engagement:

“We encourage all of you to explore the services offered by this hospital and take pride in these new amenities made possible through your support.”

End with civic pride

“Together, we are making healthcare in Pembroke Pines stronger and more available than ever before. The city where we can all live, work, play!”

Media/Photo Opportunity

- After the speeches, there will be a ribbon cutting ceremony/photo op with the Mayor, Commissioners, and Key Dignitaries.
- Please stay for group photos with community members if possible.

Notes for Mayor/Commissioners

- Keep remarks to 3-5 minutes unless otherwise directed by city staff.
- If needed, Communications staff can supply prewritten remarks as a podium script or written on note cards. Please give font preference size for readability.

Public Information Officer Job Description

Position Title: Public Information Officer

Reports To: Communications Director

Summary: The Public Information Officer (PIO) serves as the City’s primary liaison to the media and the public, ensuring that accurate, timely, and consistent information is disseminated about City programs, services, and initiatives. The PIO supports crisis communication, drafts and distributes media materials, manages press inquiries, monitors public sentiment, and assists with internal and external messaging under the supervision of the Communications Director.

Key Duties:

- Act as the official spokesperson for the City when designated.
- Draft, edit, and distribute press releases, media advisories, public statements, and official correspondence.
- Coordinate and manage responses to media inquiries, ensuring clear and timely communication.
- Develop and maintain relationships with local, regional, and national media outlets.
- Create and manage a daily news clipping service, compiling relevant news stories for distribution to City leadership.

- Monitor and report on media coverage, public sentiment, and emerging issues that could affect the City's reputation.
- Assist in managing the City's social media accounts, ensuring information is accurate, responsive, and consistent with City messaging.
- Participate in the development of talking points, key messaging documents, and event scripts for City officials.
- Support crisis communications efforts, including the rapid dissemination of information during emergencies.
- Coordinate public service announcements (PSAs) and campaigns in collaboration with various City departments.
- Maintain public records of communications materials in compliance with Florida's Sunshine Law (Chapter 119).
- Assist in planning and promoting public events, ribbon cuttings, Town Halls, and other community outreach efforts.
- Provide media training and interview preparation for elected officials and department heads as needed.
- Support internal communications by helping create staff newsletters, intranet updates, and alerts.
- Perform other duties as assigned to support the City's communications efforts.

Education:

- Bachelor's degree in Public Relations, Communications, Journalism, Public Administration, or related field.
- Master's degree preferred but not required.

Qualifications:

- Minimum 3–5 years of experience in public relations, journalism, media relations, or a government communications office.
- Experience handling media relations and crisis communications preferred.
- Exceptional written and verbal communication skills.
- Strong news judgment and understanding of media operations.
- Ability to work under pressure and meet tight deadlines.
- Proficiency in Microsoft Office, social media platforms (Facebook, Instagram, X/Twitter, LinkedIn), and media monitoring tools (e.g., Meltwater, Cision).
- Familiarity with public sector transparency laws (e.g., Florida's Sunshine Law).
- Strong organizational skills with attention to detail.
- Ability to build positive relationships with journalists, community stakeholders, and internal staff.
- Comfortable with public speaking and on-camera interviews.

Recommended Website Updates

- The commission image should have an updated city seal that doesn't appear dated. Or alternatively, put the city logo in foreground in the lower portion of the image bringing up the commission to standing level and then add the city logo in the bottom.



- Have a social media widget feed embedded on the front page of the city website. This could be located near the bottom so that visitors have access to see all the platform postings directly from the website.