



Position Title: Public Information Officer

Department: Sarasota County Tax Collector, Operations

Reports to: Deputy Tax Collector - Operations

Location: Sarasota County Tax Collector's Office

Employment Type: Full-Time, On-Site

Salary: \$ 74,443

Job Description

The Sarasota County Tax Collector's Office is dedicated to providing efficient, transparent, and courteous service to our residents while upholding the highest standards of financial stewardship. Our team is committed to accuracy, integrity, and professionalism in every transaction we manage.

Our mission is Exceptional Staff, Exceptional Service and we are currently seeking an experienced, high-caliber **Public Information Officer (PIO)** to lead our public relations, proactive media outreach, and strategic communications. Serving as the primary voice of the office, the PIO ensures transparent, timely, and precise messaging regarding tax collection schedules, statutory compliance, customer service enhancements, and major operational initiatives.

The ideal candidate brings a strong grasp of local government communications, excels at simplifying complex policies for residents, and thrives in a fast-paced environment where clarity, accuracy, and accountability are paramount.

Essential Duties and Responsibilities

The following duties are illustrative and not exhaustive:

- **Spokesperson & Media Relations:** Serve as the primary media liaison for the Sarasota County Tax Collector's Office. Draft and distribute press releases, organize public notices & briefings, field media inquiries, and conduct on-camera interviews.
- **Proactive Public Education:** Design campaigns to educate taxpayers on key services, including Property Tax deadlines, Tourist Development Tax (TDT) rules, Driver's License/DMV services, and other Tax Collector Responsibilities.
- **Executive & Public Communications:** Draft op-eds, official public responses, board presentation materials, talking points, and briefings for the Tax Collector. Manage crisis communications and public guidance during operational disruptions or severe weather emergencies.

- **Digital & Social Media Management:** Provide guidance related to the agency’s official website communications, digital newsletters, and social media channels. Ensure timely alerts, instructional content, and consistent, professional messaging.
 - **Intergovernmental & Stakeholder Coordination:** Act as a key communications bridge between the Tax Collector’s Office and the 138 regional taxing authorities, municipal partners, local business groups, and community associations.
 - **Public Records & Transparency Support:** Collaborate with legal and administrative teams to ensure public announcements adhere strictly to Florida Sunshine Laws and public records requirements.
-

Qualifications & Requirements

Education & Experience

- **Education:** Bachelor’s degree in Public Relations, Communications, Journalism, Public Administration, or a related field.
- **Experience:** 5+ years of progressive experience in media relations, public information, or strategic communications—preferably within Florida local government, constitutional offices, or municipal agencies.
- **Knowledge:** Familiarity with Florida Public Records Law and public agency operations in Florida is strongly preferred.

Core Competencies

- **Clear & Concise Translation:** Ability to break down complex statutory policies, tax calculations, and legal frameworks into straightforward, everyday language for taxpayers.
 - **Media & Crisis Management:** Demonstrate success in handling sensitive media inquiry cycles, fast-moving public issues, and emergency alerts with calm authority.
 - **Technical & Digital Tools:** Proficiency in digital publishing tools, social media management software, and email campaign platforms (e.g., InDesign/Constant Contact/Hootsuite).
 - **Agility & Drive:** Strong organizational skills to manage tight media deadlines while keeping ongoing public education initiatives on track.
-

Benefits

- Annual and sick leave
- Paid holidays
- Retirement plan options
- Insurance coverage including health, dental, and other supplemental insurance options

Working Conditions

- Work is performed in a standard office environment.
- May require sitting for extended periods and occasional lifting of materials (up to 25 lbs).
- Interaction with the public, including occasionally dealing with difficult or upset taxpayers, media, government partners, etc.
- Principal office location in Sarasota, FL, with occasional travel across county service centers and community forums.
- Standard office schedule with flexibility required for after-hours media needs or emergency declarations.

How to Apply

Submit resume and cover letter to Employment@SarasotaTaxCollector.gov

Applicants will be accepted until the position has been filled, and early submission is encouraged. The successful candidate will be required to complete a background and reference screening.

Please notify our office if you need reasonable accommodation to participate in the employment process. EOE. This organization participates in E-Verify.