

Performs professional public relations work within the Families, Parks and Recreation Department (FPR). Responsible for the development and implementation of marketing and promotional programs, through variety of methods and social media, to inform the public and targeted populations about FPR programs and facilities and enable effortless, real-time public access to information on events, facility openings/closings, and programs operated by FPR throughout the City.

Remains up-to-date regarding the latest FPR programs, events and facilities, and develops and implements innovative strategies to inform the public and targeted populations, on a real-time basis, to enable effortless public access to information on events, facility openings/closings, and programs operated by FPR throughout the City. Creates and manages internal/external marketing and public relations programs for awareness of FPR programs, events and facilities. Manages multiple marketing initiatives and FPR events. Interacts with a wide range of organizations and constituents to educate and build awareness of the mission, facilities and programs operated by the City's Families, Parks and Recreation Department. Attends meetings of various professional organizations and represent the City of Orlando at functions and related public events to promote FPR. Interfaces with other sections within the FPR department, other departments and outside agencies to increase effectiveness and keep others informed of FPR developments. Coordinate and oversees various marketing and public relations activities. Duties require the exercise of considerable initiative and independent judgment.

Bachelor's degree in Marketing, Public Relations, Public Administration or related field plus two (2) years of experience in performing professional work in marketing and promotion or an equivalent combination of education, training and experience.