

DIRECTOR

- Formulates and directs overall policy for the delivery of County services via digital channels, such as the Internet and 311; manages a countywide quality assurance program and develops customer relationship management strategies
- Oversees the management of the Department and provides overall administration to departmental operations
- Oversees and directs the Miami-Dade Television and Marketing and Public Affairs components of the County's communications programs

ADMINISTRATION

- Directs all personnel, procurement, contract management, and budgeting functions
- Responsible for accounting functions, developing and managing internal controls, agenda coordination, and grant administration
- Supervises departmental performance reporting and oversees training for all personnel

311 ANSWER CENTER

- Manages the day-to-day operations of the 311 Answer Center, which provides centralized access to government information and service requests
- Develops and maintains a comprehensive knowledgebase of government information and services; provides training to call center staff; and applies quality assurance measures to improve service delivery

MIAMI-DADE TV

- Administers production and programming of government access television channel
- Provides gavel-to-gavel television coverage of all Board of County Commissioners plenary and subcommittee meetings
- Produces original television programming
- Administers the Promotional Spots Program

CUSTOMER SERVICE DEVELOPMENT

- Develops and manages technology solutions to deliver one-stop/end-to-end County government services to the public
- Oversees the countywide Secret Shopper and Survey initiatives to monitor service delivery, analyze results, and provide timely recommendations for service improvement
- Implements the County branding/image program
- Conceptualizes, plans, and implements marketing activities designed to increase positive exposure of County services, programs, and projects
- Develops materials to support promotional efforts, including trade show displays, advertisements, brochures, and audio-visual presentations
- Writes and produces quarterly informational newsletters distributed to county residents and employees
- Provides marketing plans and promotional services to all levels of County government
- Manages the Community Periodical Program and the AM Radio Program
- Coordinates marketing/promotional activities with County departments and agencies in planning and implementing countywide promotional initiatives
- Provides photography services to all levels of County government
- Provides website design, content and multimedia services; develops and enforces policies regarding user interface design, information architecture development, and content accuracy
- Provides translation services to all levels of County government
- Provides full service graphic design services to all levels of County government
- Coordinates placement of advertisement, e.g., print, television, radio, for County departments