

POLICE MEDIA RELATIONS SPECIALIST

JOB DESCRIPTION

Classification Responsibilities: A Police Media Relations Specialist is responsible for developing, implementing, promoting, and maintaining a positive department image through the implementation of a Public Information Program for the Police Department. Specific duties include: proactively developing and facilitating releases to the media on developing/breaking stories regarding crime offenses, investigations, and/or other areas of public concern; creating and monitoring the content for standard social media platforms (example: Facebook, Twitter, YouTube, Snapchat, and blogging); implementing public information strategies to project a positive image of the City and the Police Department; promoting the department through the identification/provision of information on stories of interest to the media, and periodic public service messages; researching and writing articles of interest for publication in local/national periodicals and professional journals; writing speeches and feature stories; preparing briefings of major, unusual, or interesting items for Police administration staff; conducting on-camera, radio, and in-person interviews with members of the media and public; developing promotional strategies for getting the Police Department's message on crime/crime prevention/other activities to the general public; producing video and slide productions; and planning and composing brochures, flyers, bulletins, television scripts, and various periodic and special purpose reports. This position will also be responsible for answering written and telephone inquiries regarding Police Department activities; developing and maintaining a rapport with news media representatives; and serving as an informational resource for City management, the press, and the general public. This class performs related duties as required.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position. A significant element of work involves public contact of a specialized nature, which requires patience, tact, and persuasion in dealing with citizens, news media, City management, and Police Department staff. The incumbent is expected to exercise considerable initiative and independent judgment in carrying out assigned duties. A Police Media Specialist must be able to work flexible hours, including weekend, holidays, and evening hours as needed at the direction of the Chief of Police and/or their designee. This class is supervised by the Police Sergeant assigned to Media Relations who reviews work through periodic conferences and results achieved. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Communications, Marketing, Journalism, or closely related field. Considerable (3 - 5 years) experience involving responsible public relations or journalism work. Experience with electronic media (example: internet, radio, and/or television).

Special Requirements. Because of the confidential, sensitive nature of the information handled, successful completion of a background investigation is required. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. Due to the safety and/or security sensitive nature of this classification, individuals shall be subject to pre-employment or pre-placement alcohol, drug and/or controlled substance testing as outlined in City policy and procedures.

Preferred/Desirable Qualifications. Knowledge and experience with HTML or FrontPage is also desired. Knowledge of video shooting, production and editing is also desired. Bilingual skills: ability to speak, translate, and write English and Spanish is highly desirable.

ESSENTIAL FUNCTIONS

Communication: Works closely with the Police Chief on communication strategies. Serves as a liaison for the Police Department to City management, news media, and the general public. Responds to requests regarding information from citizens, media, etc. Designs, writes, and edits a variety of printed material including: brochures, flyers, newsletters, press releases, reports, program policies, proposals, and other marketing and promotional materials. Prepares written correspondence for City management and Police Department staff regarding major or unusual situations. Prepares and delivers effective oral presentations.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations and attend meetings. Operates a variety of standard office equipment including a personal computer (PC), calculator, facsimile machine, and copier. Operates various audio-visual equipment, such as videocassette recorders, film projectors, tape recorders, slide projectors, and screens for presentations. Enters data or information into a personal computer. Prepares and updates schedules, graphs, charts, or props for displays and presentations. Prepares bundles/boxes of forms, mail, pamphlets, and newsletters for distribution and mailing. Moves equipment and materials using a handcart/dolly. Carries objects such as projectors and screens for distances up to 100 feet or more. Sets up and/or removes folding tables and chairs for classroom settings and various events. Stands for extended periods of time to make presentations. Monitors inventory and orders/purchases supplies as needed. Shoots photographs for publications and promotional material.

Mental: Identifies and responds to issues and concerns from the public, City Council/management, and Police Department staff. Creates, designs, and implements public awareness campaigns. Develops and produces publications for the general public. Develops audio-visual (AV) materials including: slide shows, videotape programs, and photographic displays. Acquires knowledge and keeps abreast of trends and new technology through seminars, trade journals, professional organizations, self-study, and/or training. Comprehends and makes inferences from written material (example: reports and statistics) to provide information to the public, or to evaluate the effectiveness of a program. Develops design layout for promotion and marketing materials. Learns job-related material regarding computer applications. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Meets scheduling and attendance requirements.

Knowledge/Skills/Abilities:

Knowledge of:

general theories and complex principles and practices of marketing, public relations, and public information, and basic communication techniques;
advertising and publicity techniques and practices;
printing techniques and style guidelines for writing press releases and publications;
techniques of publication preparation and design of brochures, displays, and visual aids;
English language usage and terminology used by various media;
Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies and utilizing social media analytics;
mobile applications and related technology;
HTML and website production;
standard social media platforms (example: Facebook, Twitter, YouTube, and blogging);
project management and research methods/techniques;
social media analytics, and
principles and practices of composing and editing informational material.

Skill in:

effectively communicating with the general public and news media representatives;
making oral presentations; and
producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

establish and maintain effective working relationships with coworkers, City management, media personnel, and the general public;
develop marketing and promotional materials;
present information clearly, both verbally and in writing to various audiences;
attend community and business meetings and participate in various community group boards and programs on behalf of the Police Department;
develop educational materials (example: pamphlets, posters, public service announcements);
interact tactfully and courteously with the public;
identify and respond to public, City Council, and Police Department issues and concerns;
operate computerized informational databases for tracking programs and related information;
keep accurate records and prepare reports; and
effectively handle comments and feedback from the public and news media.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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