

## PUBLIC SAFETY MEDIA/COMMUNICATIONS ADMINISTRATOR

### JOB DESCRIPTION

**Classification Responsibilities:** A Public Safety Media/Communications Administrator assumes full responsibility for planning, administering, directing, overseeing, and evaluating the activities and operations of personnel assigned to the Media Relations Office for the Police Department or Communications Public Information Office for the Fire and Medical Department. The Public Safety Media/Communications Administrator manages and directs a division within a public safety department and provides policy guidance and coordinates external and internal communication activities on behalf of the Police Chief or Fire Chief; facilitates the development and implementation of long- and short-range plans, policies, goals, objectives, and programs to provide the department with technical and administrative direction in meeting and maintaining departmental services standards; ensures media communications are delivered in an efficient and effective manner; and responds in emergency management situations and provides critical communication direction to the Chief and Executive/Senior Staff. This position will also oversee a division of the department, responsible for both sworn and administrative staff. An employee in this class performs command level supervisory duties, advanced communications, branding, and marketing work regarding special initiatives. This position performs related duties as required.

**Distinguishing Features:** This position is responsible for coordinating the dissemination of information to the public, internal audiences, and other law enforcement agencies; and providing strategic communications counsel to the Chief and Executive/Senior Staff. This position develops and manages the communications strategy of public safety news and information through direct communication to the media, public, and internal staff for the assigned public safety department. This is accomplished through planning, organizing, and directing supervisors as they oversee specific functions within the division. This classification has been designated as a non-classified, non-merit system, at-will position. This class is supervised by an Assistant Chief. This class is FLSA exempt-executive.

### 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.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree or higher in Journalism, Communications, Marketing, or related degree. Extensive (5+ years) professional-level experience in journalism, broadcasting, marketing, business administration, or related field, and 2 years of supervisory experience.

**Special Requirements.** Because of the confidential, sensitive nature of the information handled, successful completion of a background investigation is required (*Police Department Assignment*). Must possess a valid Arizona Class D Driver's License by hire or promotion 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 (*Police Department Assignment*).

**Preferred/Desirable Qualifications.** Graduation from an accredited college or university with a Master's Degree in Journalism, Communications, Marketing, or related degree is preferred. Experience in a municipal or government setting, and/or public safety experience is preferred.

## **ESSENTIAL FUNCTIONS**

**Communication:** Collects newsworthy information for dissemination to internal audiences, other agencies, the news media, and to the public through all means available (example: digital, traditional media, video productions, etc.). Establishes, maintains, and facilitates effective relationships with the media and media vendors. Oversees the maintaining and updating of a public safety department's website and all digital social media platforms. Works on special projects and internal communications as assigned by the Chief or an Assistant Chief. Assists in the production of various publications and researches new mediums to help connect with community. Responds to and oversees public information aspects of major events or other critical incidents. Oversees media training for internal personnel who communicate with the media. Serves as the main communications liaison between a public safety department and the City's Public Information Office. Coordinates media interviews, news conferences, and other public events to promote public safety.

**Manual/Physical:** Reviews the work product of others to ensure compliance with City and Department policies, local ordinances, and state and federal laws. Inspects, monitors, and/or evaluates information. Operates a variety of standard office and training related equipment (example: personal computer (PC), fax machine, copier, audio-visual equipment). Operates a motor vehicle requiring a standard Class D Arizona Driver's License. Attends meetings. Meets scheduling and attendance requirements.

**Mental:** Creates and carries out a strategic public safety information/communications program by managing and directing subordinates through the following activities: marketing, event coordination, and public relations activities in support of various events and projects. Performs special assignments on programs and crisis communications planning. Answers telephones and disseminates public information as requested to various audiences. Develops and implements annual data-driven organizational marketing and branding strategies for the assigned public safety department. Performs speech writing/key message development for Executive Staff.

### **Knowledge/Skills/Abilities:**

Knowledge of:

the principles and practices of public relations;  
department policies and procedures; and  
the functions, organization, and operations of the assigned public safety department.

Skill in:

supervising both sworn and administrative staff;  
researching current events;  
preparation of media releases;  
public speaking and instruction;  
analyzing data and making decisions;

establishing priorities and organizing work;  
the use of general office equipment, including a computer, scanner, and copier;  
public and interpersonal relations;  
social media platforms and strategy (Facebook, Twitter, Instagram, TikTok, etc.);  
content writing;  
customer service;  
website editing; and  
marketing and brand management principles.

Ability to:

work cooperatively and develop and maintain effective working relationships;  
maintain the confidentiality of information and professional boundaries;  
research, collect, analyze, and present information;  
problem-solve in a creative, timely, and effective manner;  
respond to high-pressure circumstances quickly and calmly;  
self-motivate;  
prioritize and multitask projects;  
quickly learn new software and technology; and  
coordinate multiple activities of other personnel, including delegating, to ensure timeliness of information.

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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