

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Police Media and Community Relations Coordinator	Job Family: 2
General Classification: Professional	Job Grade: 31

Definition: To produce content; grow social networks; and organize, direct, and coordinate the development and supervision of the Police Department’s social media and community engagement strategy and programs. This classification will manage media relations, on-camera interviews, and press conferences. In addition, this classification will conduct a broad variety of general administrative and operational duties as assigned.

Distinguishing Characteristics: Receives general supervision from the Police Chief or other Police Department administrative and management staff. May exercise direct and indirect supervision over department staff assigned within the Neighborhood and Event Services Unit. This may include full-time and part-time as well as volunteer staff.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Serve as the Police Department’s public information officer; interact daily with the media; be available for on-camera, radio, and print media interviews.
2. Engage with the community through social media discussions to enable proactive and positive interactions.
3. Maintain, enhance, and direct staff in general neighborhood, residential, and business community outreach, and crime prevention programs and events.
4. Analyze, research, and prepare a variety of reports that support the office of the Police Chief.
5. Develop and maintain ongoing social media strategy for the department; utilize social listening and monitoring tools to gauge metrics, public sentiment, and insights.
6. Develop, maintain, and manage department website; ensure web content is current and innovative, leading the law enforcement profession in quality.
7. May serve as representative to a variety of community and business meetings and participate in various community group boards and programs on behalf of the Police Department.

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8. Advise and provide staff assistance to Police Department officials and other City staff and departments on effective social media and public information methods and procedures.
9. Prepare speeches, memorandums, presentations, and other documents for the Police Chief.
10. Develop and coordinate the delivery of specific outreach events and activities, targeting special population groups within the City, including materials in second languages; establish community partnerships with the City's culturally diverse community.
11. Perform related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles and practices of community/media relations and public information, including conduct of media relations relative to public-sector agencies; social media analytics; mainstream social media channels and the target audience for each; methods of report preparation and presentation; pertinent State, Federal, and local laws, codes, and regulations relating to law enforcement, public release of information, and Public Records Act requests; crime prevention issues; modern office procedures; methods and computer equipment and software; principles of supervision, training, and performance evaluation; Police Department structure and processes; analytical/research techniques; budget and operations analysis; general management principles; and Police Department and City policies and procedures.

Ability to: Develop, plan, direct, and manage one or more public information functions; analyze, interpret, and evaluate staff reports, new laws, regulations, and codes relevant to the community/public information field and other assigned duties; effectively utilize computers and automated systems; maintain confidentiality; interpret policies, guidelines, and procedures; develop recommendations and assist in making decisions of considerable impact; work independently with minimal supervision; supervise, train, and evaluate assigned staff; ability to track community engagement, growth, and measure effectiveness of social media strategies; administer City programs and coordinate work with other divisions, departments, and outside agencies; work with the public and discuss problems and complaints tactfully, courteously, and effectively; represent the Police Department and City in a variety of community hearings, meetings,

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and/or events; develop and modify websites; coordinate and direct a variety of complex tasks and assignments simultaneously; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training Guidelines: Combination of relevant experience, education, and training will satisfy the required minimum qualifications, knowledge, and abilities.

Equivalent to an associate's degree from an accredited college or university with major course work in public administration, journalism, communications, criminal justice, or a related field. Four years of increasingly responsible professional experience in public relations or communications is required. A bachelor's degree in a related field may substitute for two years of experience. Experience working in a public-sector organization is desirable.

Required Licenses or Certificates: Valid California Class C Driver License.

Established: August 2013

Revised: March 2016

HRD/CLASS SPECS

Police Media and Community Relations Coordinator