



DATE	June 2014
JOB CODE	
FLSA	NON-EXEMPT
EEO	

JOB TITLE: Police Media Specialist
 DEPARTMENT/DIVISION: Police
 REPORTS TO: Police Professional Development Sergeant

SUMMARY: Acts as primary daily media and community contact for the Police Department. Coordinates media relations under the supervision of a Police Sergeant. Manages the internet presence and social media function of the Police Department, marketing to external constituents. Prepares responses to official open records requests. Work requires the appropriate use of independent judgment and discretion.

ESSENTIAL JOB FUNCTIONS:

- Provides information to the news media about Police Department activity in response to requests on a daily basis.
- Participates in other media relations activities, which may include: responding to routine inquiries, drafting, editing, and distributing news releases; alerting the media of photo opportunities; identifying and communicating newsworthy stories; performing on-camera or audio interviews; organizing press events; and/or, performing other media or community related activities.
- Subject to call back to the Department or incidents in the field for Department events requiring a media liaison.
- Prepares packets in coordination with City Legal personnel in response to official open records requests
- Creates, updates, revises and manages Police Department internet presence; performs regular reviews of City of Carrollton web site pages to ensure accuracy, timeliness and relevance; monitors Police Department content and image on external internet sites; establishes presence on internet sites with recruiting opportunities.
- Provides regular releases using social media including facebook, twitter and other social networking tools in order to promote the agency in the community.
- Develops promotional media for the department in various formats, which may include: videos, graphics, pamphlets, flyers and posters, and/or other formats.
- Manages Department electronic mailbox; researches and responds to citizen inquiries
- Coordinates activities with Police Sergeant and City Marketing director when necessary
- Participates in/on a variety of meetings, committees, teams, and/or other related groups to provide advice and guidance regarding outreach opportunities and options.
- Performs a variety of administrative activities in support of departmental operations and goals.
- Assists the sworn Personnel Officer in recruitment and hiring tasks.
- Researches marketing opportunities and implements branding plans to establish Department image.
- Performs other duties as assigned.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- None.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of proper grammar and writing principles;
- Knowledge of web based digital media formats;
- Proper use of the English language;
- Ability to learn media relations principles and practices;
- Skilled in prioritizing and organizing;
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations;
- Skilled in applying independent judgment and personal discretion during media and public interaction;
- Skilled in operating a computer and related software applications;
- Skilled in communicating effectively with a variety of individuals.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Communication, Marketing or other related field
- OR
- High School Diploma or GED; and
- Two years of successful experience in administration, communications, marketing, public information or other related field.

PREFERENCES:

- Excellent written and verbal communication skills.
- Experience with Microsoft products and social media tools.
- Experience with Adobe media and web development products.
- Good organizational skills.
- Experience in an environment requiring frequent verbal and written communication.
- Experience in a customer service oriented position.
- Ability to communicate in languages other than English.

WORKING CONDITIONS:

- Frequent reaching, sitting, standing, walking, talking, seeing and hearing.
- Occasional lifting and carrying up to 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather conditions.
- Subject to after hour phone contacts or call back in the case of a major incident.
- Flexes normal work hours to represent the Department at Community Events.

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test.
- Must pass Polygraph and Psychological screening
- Must pass criminal history check.
- Must pass motor vehicle records check.
- Must possess a valid TX Drivers License.