



<b>DATE</b>	July 2017
<b>JOB CODE</b>	
<b>FLSA</b>	NON-EXEMPT
<b>EEO</b>	

JOB TITLE: Police Information Manager  
 DEPARTMENT/DIVISION: Police  
 REPORTS TO: Police Professional Standards Commander

**SUMMARY:** Coordinates media relations and acts as primary daily media and community contact for the Police Department. Plans both strategically proactive and daily media releases, and serves as primary public Police Department spokesperson for TV, Radio, and Digital/Print News Media. Acts as primary public relations and marketing manager for the Police Department. Develops and produces content for and manages the social media function and internet presence of the Police Department, marketing to external constituents with strategic content. Responsible for overseeing all aspects of the Police Department’s website pages. Answers all public inquiries via social media and other channels. Responsible for planning, coordinating, advertising and implementing Police Department community events. Work requires limited supervision and 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.
- Provides strategic information to the news media about Police Department activity in response to leadership goals, and investigative needs of Criminal Investigations and Intelligence Divisions.
- Participates in other media relations activities, which include: responding to routine inquiries, drafting, editing, and distributing news releases; alerting the media of photo and coverage opportunities; identifying and communicating newsworthy stories; performing on-camera or audio interviews; providing print/digital interviews, organizing press events; and/or, performing other media or community-related activities.
- Subject to 24/7/365 call back to the Department or incidents in the field for police activity requiring a media liaison.
- Monitors news media coverage of CPD and other law enforcement agencies and issues and keeps Command Staff briefed of trends or upcoming potential issues.
- Coordinates with NTECC supervisory staff when proactive media releases impact dispatch operations.
- Creates, updates, revises and manages Police Department internet presence; performs regular reviews of 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.

- Edit pages with an understanding of the Police Department's brand attributes, identity, guidelines, and policies.
- Provides regular releases using social media including Facebook, Twitter, Nextdoor, Instagram, and other social networking tools in order to promote and protect the agency in the community.
- Develops promotional media and items for the department in various formats, which may include graphics, pamphlets, flyers and posters, and/or other formats.
- Produces video content to support Police Department functions including recruiting, public education, training, and in sport of media-relations function.
- Researches and responds to citizen inquiries via phone, email, direct message on Twitter, private message on Facebook, and private message on Nextdoor.
- 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.
- Responsible for planning, coordinating, marketing, and implementing Police community events including recurring events such as Coffee with a Cop and Unidos, and well as other occasional events.
- Manages electronic lobby bulletin board.
- Performs a variety of administrative activities in support of departmental operations and goals.
- Assists the sworn Personnel Officer in recruitment and hiring tasks including video production, internet marketing campaigns, and strategic recruitment marketing plans.
- Researches marketing opportunities and implements branding plans to establish Department image.
- Assist Fire Department with PIO duties on occasion.
- Performs other duties as assigned.

**SUPERVISORY/BUDGET RESPONSIBILITIES:**

- None.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of news media operations and all media formats including digital, television, and radio;
- Knowledge of news media relations principles and practices;
- Knowledge of journalism principals;
- Knowledge of law enforcement operations and principles;
- Knowledge of proper grammar and writing principles;
- Knowledge of social media platforms and trends;
- Knowledge of web based digital media formats;
- Knowledge of basic elements of web design (image resizing, image optimization);
- Proper use of the English language;
- 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
- Two years of successful experience in news media, police administration, communications, marketing, public information or other related field.

**PREFERENCES:**

- Established professional relationships within and knowledge of local news media.
- 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 Driver License