

MEDIA AND COMMUNICATIONS SPECIALIST

DEFINITION

Under general direction, the Media and Communications Specialist plans, organizes, and directs a comprehensive public information, media relations, and communication program for a City Department; through public outreach and educational programs, promotes a department's goals, mission, and values; provides strategic and public affairs direction for assigned department; directs publicity of special projects and events.

DISTINGUISHING CHARACTERISTICS

This advanced journey-level classification is populated with multiple incumbents responsible for the design and implementation of public relations, communication and media programs for a City department. Incumbents are responsible for maintaining cooperative working relationships and communication with other City departments, the Mayor and City Council, the media, department management and other staff, and the public. Incumbents are generally highly visible, with extensive public and media contact and have considerable latitude for individual judgment and action within established guidelines. The Media and Communications Specialist is distinguished from the Media and Communications Officer in that the latter is a single-position management classification that oversees communication plans and media strategies for the entire City as opposed to a single department.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by a department head or higher level management staff. Assignments may require the direct supervision to technical, paraprofessional, and administrative staff. Some positions function as internal consultants and require coordination among multiple divisions in a department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Develops, implements, and oversees external communication plans, media strategies, marketing, and public affairs programs in accordance with department goals, mission, and values; researches public opinion and emerging issues.
- Participates as a member of the executive management team; provides strategic direction and advice to department managers on emerging and urgent communications issues; recommends responses; trains managers and supervisors on media and public relations issues.
- Interacts with the Mayor and City Council with regard to community meetings, media events, project openings, etc.
- Plans, organizes, and implements logistics of press events and media relations that support communication initiatives of the department; coordinates events with public and private sector agencies, businesses and community groups; serves as departmental spokesperson.
- Selects, supervises, trains, and evaluates the work of technical, paraprofessional, and support staff; develops and monitors unit budget; selects and manages consultant contracts; reviews work for accuracy and consistency with department image.
- Develops and distributes media releases, media advisories, news releases, newsletters, informational brochures, speeches and other materials to alert public of departmental programs, events, and services
- Develops, implements, and oversees internal communication plans and strategies; prepares content for and/or design of employee newsletters; coordinates development and implementation of intranet based services; develops and manages web page content
- Responds to requests from City Council; prepares and presents briefings to City Council, business leaders and community groups; conducts or advises in the conduct of focus groups, public hearings and community meetings; develops curriculum and presents information to school and community organizations.
- Monitors, reports on, and assures compliance with new legislation applicable to the department.
- Performs other or related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Planning, developing, and coordinating comprehensive local government public relations, communications and media relations programs.
- Program management, including methods used to evaluate program objectives and goals.
- Correct English grammar, spelling, punctuation, and vocabulary.
- Emerging trends of public relations and communication.
- Principles and techniques of mass and targeted communication, public speaking, and marketing.
- City governmental structures and processes, including department services, programs, and activities.
- Principles and techniques of establishing and maintaining good relations with City departments, news media, outside agencies/organizations, and the public.
- Principles and practices of supervision and human resource management. *
- Principles and techniques of consensus building.

Ability to:

- Assess the political environment and make sound political decisions under pressure.
- Analyze and evaluate information from a strategic perspective.
- Evaluate and recommend courses of action to department management on issues related to the department's communication strategy.
- Establish a departmental media and communications plan that complements the City's overall brand and image.
- Understand, interpret, and simplify a variety of technical subjects.
- Interact with people from a variety of backgrounds.
- Establish and maintain effective working relations with City departments, outside agencies/organizations, and the public.
- Develop, implement, and manage a comprehensive media and public relations program.
- Plan, direct, and supervise subordinate staff.
- Prepare and edit a variety of written informational and promotional materials such as brochures, newsletters, and pamphlets.
- Prepare written analysis, evaluation, summaries, recommendations, correspondence and other reports.
- Organize and prioritize workload to meet a variety of conflicting deadlines.
- Speak effectively in public and before groups.
- Utilize applicable computer hardware and software applications, including graphic and web design programs.

EXPERIENCE AND EDUCATION

Experience: Four years of progressively responsible professional experience in public relations, corporate communications, or journalism.

AND

Education: Graduation from an accredited college or university with a Bachelor's Degree in communications, marketing, journalism, English, graphic arts, or closely related field.

SPECIAL QUALIFICATIONS

Driver License: Possession of a valid California Class C Driver License at the time of appointment. Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

Working Conditions: Some incumbents in this class may be required to flexible hours, including nights, weekends, and holidays.



PUBLIC SAFETY COMMUNICATIONS MANAGER

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| Department: | Police | Class Code: | 4240 |
| Revised Date: | May 2008 | FLSA Status: | Exempt |

GENERAL PURPOSE: Plans, coordinates, and manages the operations and activities of the City's Public Safety Communications Center; provides for the delivery of emergency and non-emergency dispatch services to the community; administers and maintains the City's public safety communications systems; coordinates bid processes; negotiates and administers contracts for area of responsibility; liaises with vendors regarding technology projects and services; and supervises assigned personnel.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Oversees and coordinates the daily operations of the Public Safety Communications Center including dispatch and systems administration.
- Facilitates the delivery of timely and effective emergency and non-emergency communication services to the public and radio dispatching services for the City's Police and Fire departments.
- Leads and participates in the development, implementation, and administration of the City's Public Safety Communications policies and procedures; establishes goals, objectives, and priorities for area of responsibility.
- Develops and administers assigned budgets; reviews and authorizes expenditures; maintains compliance with State requirements pertaining to the accounting/expenditure of 911 funds.
- Provides budgetary data to City departments regarding radio equipment purchasing and maintenance costs.
- Hires, trains, supervises, and evaluates the performance of assigned personnel; monitors and ensures staff compliance with Center policies, procedures, and regulatory requirements.
- Administers and maintains the City's 911 telephone system, early warning notification system, 800 MHz radio system, and CAD system.
- Serves as Terminal Agency Coordinator for the Texas Law Enforcement Telecommunications System (TLETS) operated by the Longview Police Department.
- Provides for and ensures 24 hour continuous radio/telephone communications and public safety computer system operations.
- Researches, plans, coordinates, and implements ongoing system maintenance, development, and upgrades; coordinates with vendors regarding system management activities.
- Prepares Requests for Proposals (RFP's) and related documents required for the purchase of technology equipment and professional services; reviews bids and selects vendors.
- Negotiates and administers vendor and/or other types of contracts for area of responsibility.
- Compiles and analyzes statistical data; prepares a variety of communications reports.

JOB DESCRIPTION

Public Safety Communications Manager

- Responds to various types of dispatch/communications inquiries and complaints.
- Serves as a representative of the City and Department; attends meetings of the Municipal Emergency Communications District.
- Participates in technical and professional conferences; stays apprised of trends and developments in the field of public safety communications.
- Performs other related duties as assigned or required.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Emergency Management, Public Administration, or related field, and five years experience supervising public safety communications operations; OR an equivalent combination of education and experience.

Required Licenses or Certifications:

- Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) Advanced Operator, TCIC/NCIC Operator, and Terminal Agency Coordinator (TAC) certifications are required.
- Must possess a valid Texas Driver's License.

Required Knowledge of:

- Public Safety Communications Center operations, policies, and procedures.
- Regulations governing the delivery of public safety communication services.
- Public safety communications systems and equipment.
- Communications center/dispatch records, reports, and documentation.
- Bid processes and contract administration principles.
- Project management principles and practices.
- Processes for preparing and administering budgets.
- Supervisory principles, practices, and methods.

Required Skill in:

- Overseeing the daily operations of the City's Public Safety Communications Center.
- Ensuring the delivery of high quality communications dispatch services to the community.
- Administering and maintaining the City's public safety communications systems/equipment.
- Planning and overseeing the implementation of technology projects.
- Coordinating bid processes, administering contracts, and liaising with vendors.
- Developing, administering, and monitoring budgets.
- Supervising, leading, and delegating tasks and authority.
- Establishing and maintaining cooperative working relationships with staff, City departments, outside agencies, community groups, vendors, contractors, and the general public.

JOB DESCRIPTION
Public Safety Communications Manager

Physical Demands / Work Environment:

- Work is performed in a public safety communications environment.
- Subject to sitting for extended periods of time, standing, walking, bending, reaching, kneeling, crouching, crawling, and lifting of objects up to 40 pounds.
- Exposure to electrical currents and high levels of stress common to the delivery of emergency dispatch services is involved.

I have reviewed this job description and find it to be an accurate assessment of the position requirements.

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| Employee Signature | |
| Date | |
| Supervisor Signature | Date |
| Manager Signature | Date |
| Director Signature | Date |

SAMPLE