



# City of Watsonville

## Job Description

---

**JOB TITLE:** Police Media and Communications Specialist

**APPROVED:** December 12, 2017

**DEPARTMENT:** Police Department

**REPORTS TO:** Office of the Police Chief

**EMPLOYEE UNIT:** Management

---

### **DEFINITION:**

The Police Media and Communications Specialist will serve as the social media administrator, work with media on stories about police related issues, services, programs and events; prepare content for dissemination to the media and the community at large; serve as the media spokesperson for the Watsonville Police Department. This position will also serve as specialist to enhance inter and intra department communications and provide professional level service and relationship building efforts for the Watsonville Police Department, in support of the departmental strategy set forth by the Chief of Police.

### **SUPERVISION RECEIVED AND EXERCISED:**

- Reports directly to the Office of the Chief of Police
- May exercise supervision over assigned subordinate staff and volunteers

### **ESSENTIAL DUTIES:**

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

- Respond to media and public inquiries and concerns as a representative of the Watsonville Police Department;
- Manage social media platforms in coordination with the Police Department command staff;
- Serve as a member of the Emergency Operations Center (EOC) during community crisis or disasters, and participate in EOC exercises;
- Develop and manage programming and strategies for assigned areas, including research and development of materials, surveys, reports and follow-up materials;
- Participate in the development and accomplishment of Department goals, objectives, policies and priorities;
- Represent the Watsonville Police Department in events and meetings with the public, community groups, community organization, and other agencies;
- Develop relationships that foster participation and partnering with community advisory groups, community organizations, and other agencies;
- Promote community awareness through marketing and public relations strategies, education and other programs. This includes, but is not limited to, print media, website and social media;
- Manage social media platforms in coordination with Police Department command staff;
- Maintain and manage website content for the Police Department;
- Manage graphic arts activities – establish quality content and design of informational materials for public distribution, in accordance with City and Department guideline and policies;
- Analyze services, programs, user or public feedback and other performance information to develop strategies;

- May provide training and development to staff regarding job-related topics;
- Manage internal departmental communications, as determined by the Office of the Chief of Police;
- Manage events/programs and related meeting rooms and event facilities, including utilization, condition, and security of the facilities for specified events and ceremonies.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

- Police Department policies and procedures
- Current issues facing the law enforcement profession and contemporary law enforcement philosophies
- Principles and practices of outreach, public relations, and marketing
- Philosophy, principles, and practices of programming and special events
- Digital communication and multiple current social media platforms
- Operation and scheduling of meetings and event facilities
- The City of Watsonville, Police Department, and community programs and services
- Associated codes, laws or regulations pertaining to the area of assignment

#### **Ability to:**

- Follow City and Departmental policy, procedures, plans, and programs
- Work well in a team environment
- Work well with and coordinate with other bureaus, divisions, units within the Police Department
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals
- Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs
- Prepare and deliver presentations to staff, community, outside organizations/agencies, and City Council as required
- Communicate clearly and effectively, both orally and in writing
- Establish and maintain effective working relationships with a variety of customers, staff, volunteers and community groups contacted during the course of work
- Work well under pressure to meet deadlines
- Be willing to work weekends and evenings as necessary
- Be willing to be placed on an on-call schedule as necessary
- Bilingual Spanish speaking is highly desirable

### **EXPERIENCE AND TRAINING**

*Combinations of training and experience which would provide the required knowledge and abilities will be qualifying. A typical way to obtain these knowledge and abilities is:*

- Experience in law enforcement organizations or related government entities
- Five years of progressively responsible related professional experience involving the field of communications, marketing, and social media platforms
- Equivalent to a bachelor's degree from an accredited college or university, with major work in public relations or related field