

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: PUBLIC INFORMATION OFFICER

DEPARTMENT: POLICE AND FIRE DEPARTMENTS

BASIC FUNCTION:

Under general direction from the Police and Fire Chiefs, in support of the Police Department and Fire Department, and consistent with the citywide communication strategy, to develop and organize strategic public safety communication efforts and to identify and assist in the development and dissemination of appropriate public safety communication projects, develops communication strategy, oversees all appropriate mediums of public safety communication, including media relations, all forms of social media, and the information conveyed on the department's websites.

DISTINGUISHING CHARACTERISTICS:

This position has a wide scope of responsibilities to develop cohesive public safety communication efforts, to support and promote both public safety and city initiatives, as well as the creation and dissemination of public awareness campaigns including emergency outreach communications. The incumbent has significant responsibility across either Police or Fire Departments. Performance of the work requires considerable independence, initiative, and discretion within broad guidelines.

KEY RESPONSIBILITIES:

Establish a collaborative working relationship with the city's Director of Communication & Engagement to ensure that information sharing among departments remains a constant and vital aspect to all publications.

Design and coordinate a public safety communication plan for the Police or Fire Departments.

Plan and coordinate the public safety strategic communications efforts, including but not limited to internal and external communications and public presentations.

Establish working public outreach teams within the Police and Fire Departments.

Facilitate the preparation and dissemination of news releases regarding significant emergency incidents, events, and services.

Promote community awareness through marketing and public relations strategies, education, and other programs, including events, print media, the website, and social media.

Supervise graphic arts activities – establishing quality content and design of informational materials for public distribution, in accordance with citywide brand guidelines.

In conjunction with the city's Department of Communication and Engagement, oversee and develop the production and distribution of a variety of information and marketing materials, such as, public safety annual reports, recruitment efforts and video productions.

Maintain contacts with the news media to assure accuracy of public safety related information disseminated and identify and correct reporting errors, and act as the media liaison.

Coordinate training and coaching to police and fire staff in communications, presentations, and strategic marketing of public safety services and programs.

Develop and execute crisis management plans to communicate with internal and external audiences during emergencies; serve as a member of the Emergency Operations Center or spokesperson as needed; participate in planning and training for these incidents.

Develop relationships that foster participation and partnering with community advisory committees, non-profit groups, agencies, societies, groups, and school district representatives.

Develop, implement, and maintain community action programs, such as Neighborhood Watch Programs, including recruitment of volunteers and area coordinators, coordination of meetings, and maintenance of records and assignments; online resources to facilitate to report crime.

Organize and develop strategies, including developing educational programs and developing reports for information to the public to include, to include but not limited to, crime prevention strategies and community risk reduction initiatives.

Supervise, develop, and train designated personnel to produce and publish social media content and emergency communications in a professional and consistent manner to support the Police and Fire Department's 24-hour operational needs.

Research and prepare analytical reports.

Perform other related duties as assigned.

QUALIFICATIONS:

To perform a job in this classification, an individual must be able to fulfill the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

- Principles and practices of outreach, public relations, and marketing
- Principles and practices of coordinating a communications program
- Philosophy, principles, and practices of programming and special events
- Supervisory principles and practices, including training and evaluation of employees
- Communication theory
- Digital communication
- Principles and practices of organization, administration, and budgeting
- Operation and scheduling of meeting and event facilities

- City of Carlsbad local community and city programs and services
- Associated codes, laws or regulations pertaining to area of assignment
- Crime prevention programs and practices
- Community Risk Reduction and Emergency Management programs and practices
- City of Carlsbad Police and Fire Department policies and procedures
- Public records requirements and privacy restrictions and the ability to relate legal concepts to the public appropriately.

Ability to:

- Develop and implement departmental policy, procedures, plans and programs
- Be multi-lingual and experience engaging with individuals from diverse backgrounds in the community are desirable.
- Plan and coordinate effective marketing, communications strategies, and public relations programs
- Establish and maintain effective working relationships with a variety of customers, staff, volunteers, and community groups contacted during the course of work
- Communicate clearly and concisely, orally and in writing
- Exercise judgment in the release of information
- Coordinate and supervise multiple projects simultaneously using effective time management and problem-solving techniques
- Work independently and follow through on assignment with minimal direction
- Work well under pressure to meet deadlines

EXPERIENCE AND EDUCATION:

Any combination equivalent to the experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree and/or previous experience in journalism, communications, marketing, business administration, public relations, or a related field; and

Five years of progressively responsible related professional experience involving the development and supervision of programs and communication functions.

Multi-lingual ability and experience engaging with individuals from diverse backgrounds in the community are desirable.

PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to communicate in person and by telephone and utilize office equipment. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills;

perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council Members and others encountered in the course of work.

Ability to work in a standard office environment with exposure to the outdoors; ability to travel to different sites and locations; attend evening and weekend events and meetings; work under pressure and potentially stressful situations.

This is an unclassified, at-will position.

DATE APPROVED: April 17, 2023