

POLICE PUBLIC INFORMATION SPECIALIST 1

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional public relations work in developing and implementing a comprehensive Public Information Program on behalf of the Madison Police Department. This position coordinates all media relations, and prepares and disseminates appropriate public information regarding departmental activities, events and operations (e.g., crimes, arrests, statistics, safety precautions, etc.) to both respond to the public interest and promote departmental objectives.

This series is structured to provide advancement from Police Public Information Specialist 1 to Police Public Information Specialist 2, as a function of the employee's career development, but generally at most within two years of starting employment as a Police Public Information Specialist 1. Progression from a Police Public Information Specialist 1 to Police Public Information Specialist 2 is based on increased employee expertise and responsibility, independence of action, and experience in and knowledge of Police policies and procedures with respect to public information.

Police Public Information Specialist 1

This is the entry level of the Police Public Information Specialist career progression series. This work is characterized by more structured and/or closely reviewed professional assignments. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters.

Examples of Duties and Responsibilities:

Under direction, develop and implement a comprehensive Public Information Program. Coordinate all media relations for the department.

Review departmental operations and produce daily summaries for the media. In consultation with supervisor, determine which events/operations are important to release. Redact or otherwise maintain sensitive information, as appropriate.

Work closely with the City Attorney's Office in responding to requests under the Open Records law to assure compliance and/or the maintenance of sensitive information.

Attend briefings and other meetings to maintain up-to-date information on departmental events and operations in order to provide relevant public information.

Respond to informational requests from the media and the general public. Prepare relevant statistics, reports, etc., as appropriate, after consulting with supervisor.

Schedule news conferences and provide and/or facilitate the dissemination of departmental information. Present on-air information in a professional manner both in studio and in the field.

Develop and utilize diverse modes of public information (e.g., website, newsletter, etc.) to supplement external media sources.

Develop and maintain effective working relationships with other law enforcement agencies to meet public information objectives.

Represent the Madison Police Department in a variety of live media events consistent with departmental objectives. Prepare related news releases, narrative reports, flyers, brochures, etc.

Represent the department in a wide variety of community events by providing information to community groups, schools and others regarding departmental activities, events, recommended safety precautions, etc.

Maintain up-to-date knowledge of related media coverage to coordinate and/or respond to perspectives in a constructive manner. Monitor local community and media issues, and brief the Chief of Police as needed.

Provide related expertise to departmental personnel, as appropriate. Assist in the preparation of speaking points, formal statements or related consultation.

Manage the Police Department's intern program. Screen, interview, assign and schedule interns for the Department.

Collaborate with other public information officers in the City and other governmental agencies to maintain positive relationships.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Working knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Working knowledge of print and broadcast media principles and practices. Working knowledge of and ability to use computer software applicable to the duties of the position. Knowledge of the Open Records law and appropriate confidentiality standards. Knowledge of applicable law enforcement principles, practices and terminology. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about Police Department activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to

establish and maintain effective working relationships. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Two years of responsible professional public relations experience either within an agency or in the print and/or broadcast media (or other closely related public relations or promotional activities which involved the creation of written materials and the development and implementation of public relations campaigns). Such experience would normally be gained after graduation from an accredited college or university with a major in public relations, communication, journalism or a closely related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Within 12 months of selection, the incumbent will be expected to complete training in Open Records and Juvenile Law. Failure to do so will cause the incumbent to forfeit the position. The 12 month period may be extended depending on the availability of the required training.

Department/Division	Comp. Group	Range
Police	18	08

Approved: _____
Brad Wirtz
Human Resources Director

Date