

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

VACANT

Work Phone: 266-4950

2. Class Title (i.e. payroll title):

Community Relations Specialist

3. Working Title (if any):

Community Relations Specialist

4. Name & Class of First-Line Supervisor:

Captain Matthew Tye

Work Phone: 608-229-8204

5. Department, Division & Section:

Police Department

6. Work Address:

211 South Carroll Street  
Madison, WI 53703

7. Hours/Week: 38.75

Start time: 0800          End time: 1630

8. Date of hire in this position:

TBD

9. From approximately what date has employee performed the work currently assigned:

- 
10. Position Summary:

The primary focus of this position is to facilitate, expand and coordinate the community-orientated policing efforts of the department to build trust and improve legitimacy, especially in communities of color within Madison; and to create collaborative neighborhood-building efforts among officers and MPD civilian staff, and residents and community resource providers and/or links to services and opportunities for people of color, especially youth. This position is assigned to the Community Outreach Section of the Madison Police Department but meets on a frequent and regular basis with the Chief of Police. This position is responsible for organizing (or assisting) and implementing community relations programs (specifically designed to improve relationships between the Madison Police Department and Madison's minority communities) and recruits and trains volunteers to aid the department in meeting its mission. This community relations specialist will improve the responsiveness of the Chief of Police, the Community Outreach Section and the department to various requests from community organizations for support, information, or participation in events; will assist the MPD PIO with social media work and outreach; and will assist the MPD Training Team to enhance the recruitment of minority candidates to join MPD.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)
- 30% A. Coordinate, facilitate and promote various community engagement/resource aspects of the Madison Police Department.
    - 1. Identify all new and existing community outreach efforts and programs and work specifically to strengthen internal efforts to connect with minority communities.
    - 2. Create and maintain a database of all community outreach efforts and programs that can be accessed/shared by MPD staff.
    - 3. Coordinate the implementation of the department's community resource and outreach efforts such as youth academies, community academy, Police Corps program, volunteer programs, etc.
    - 4. Attend regular meetings and assist with the coordination and implementation of the outreach efforts of Amigos en Azul, MPD Pride and the Black Officers Coalition.
    - 5. Regularly communicate internally and externally via a variety of methods (to include social media) to ensure maximum awareness of MPD community engagement efforts and to ensure opportunities to engage are well known by officers and residents.
    - 6. Make presentations about the status and progress of community resource/engagement programs and projects.
    - 7. Provide data collection as requested and prepare materials for inclusion in project reports and presentations.
  - 40% B. Work with the Chief of Police, members of the Community Outreach section, and all commissioned and civilian staff members of the MPD, Community partners, stakeholders and members to identify engagement needs and develop innovative strategies to increase public engagement, generate awareness of department events, programs or related community events and programs, and promote MPD accomplishments. These efforts should focus in particular on increasing outreach to historically marginalized individuals/groups.
    - 1. Work with the above mentioned entities and the MPD PIO to develop and implement a department strategic communication plan.
    - 2. Conduct outreach in historically marginalized communities to research communication tools and preferences. Incorporate tools and preferences into departmental communication planning.
    - 3. Connect with other department and City Community engagement staff to build relationships, coordinate communication efforts and to supplement existing engagement efforts. Attend bi-weekly PIO meetings and RESJI Community Engagement Team meetings as needed.
    - 4. Explore the use of polling tools and other electronic community engagement methods.
    - 5. Work closely with members of the Community Outreach Section and each MPD Police District on community engagement efforts.
    - 6. Develop and maintain working relationships between public agencies, non-profit organizations and community groups and members.
    - 7. Work with the Community Engagement Specialist for the Common Council to maximize external communications and collaboration.
    - 8. Meet with the Chief of Police on a regular basis (determined by the Chief) to maintain direct communication about community engagement and outreach.
  - 15% C. Assist PIO's Office and Community Outreach Section in the planning, developing and maintaining of print, electronic (social media) and audio/visual communication and information systems relating to community engagement and outreach for the MPD.
    - 1. Assist in the planning, implementation and organization of print and published information including but not limited to social media postings, blog postings, newsletters, brochures, bulletins, listserv information and other information outlets.

2. Work with MPD staff and the City's Language Access Program to translate any needed materials. Ensure MPD publications relating to community engagement and outreach are available in various languages.
  3. Assist the MPD PIO and district staff with social media work relating to community engagement and outreach efforts. Develop and post in collaboration with MPD PIO content using various social media platforms. Collaborate with the MPD PIO on MPD's overall usage of social media for quality and effectiveness of communication.
  4. Assist the MPD Training Team to enhance the recruitment of minority candidates to join MPD.
- 15% D. Miscellaneous – perform administrative tasks as assigned
1. Attend staff meetings and other required meetings within the Community Outreach Section.
  2. Attend and participate in scheduled Chief's, Management Team and Support Team meetings.
  3. Perform related work/other duties as required.

12. Primary knowledge, skills and abilities required:

Working knowledge of community engagement methods and practices. Working knowledge of community relations and public communications concepts, techniques and practices. Working knowledge of applicable promotional, public relations, techniques and practices. Working knowledge of print, broadcast media principles and practices. Working knowledge of and ability to use computer software applicable to the duties of the position, including the use of social media platforms. Working knowledge of the principles and practices associated with equity inclusion and racial and social justice in community engagement. Ability to develop, recommend and promote public information materials in a strategic context in keeping with the mission and goals of the MPD. Ability to communicate professionally both in writing and orally. Ability to develop and maintain effective working relationships with diverse co-workers, elected officials, community groups and community members. Ability to produce and promote public information/education events, write news releases, produce social media postings and public service announcements. Ability to review, organize and edit the related work of others. Ability to develop innovative outreach methods that focus on outreach to diverse community members. Ability to compile, organize and disseminate appropriate information about department and community activities, events and operations. Ability to plan, organize, manage time, prioritize and manage multiple tasks. Ability to maintain regular attendance and work evenings and/or weekends as needed for meetings or events. Bilingual abilities in Spanish, Hmong or Mandarin Chinese is desirable.

13. Special tools and equipment required:

Ability to learn, use and navigate a variety of software programs.

14. Required licenses and/or registration:

Ability to meet the transportation requirements of the position. Must attend occasional meetings during the evening hours or weekends.

15. Physical requirements:

Expected to physically travel to various community service agencies, businesses and/or residences throughout the City as part of the job duties. Work in this position is primarily sedentary, requiring the ability to sit/stand at a desk, work on a computer and use a monitor for extended periods of time under varied and occasionally stressful situations.

16. Supervision received (level and type):

Work is performed under the general supervision by the Captain of the Community Outreach Section.

17. Leadership Responsibilities:

- This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

\_\_\_\_\_  
EMPLOYEE

\_\_\_\_\_  
DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).  
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).  
 Other comments (see attached).

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.