



City of Irving Job Description

Police Media Affairs Coordinator

FLSA Status:	Non-Exempt	Job Department:	Police
Job Code:	06352	Reports To (Job Title):	CSD Crime Prevention Sergeant

PURPOSE

To enable the Police Department's Office of Media Affairs to be more responsive across multiple formats (digital and print) while maintaining a consistent social media footprint and proactively engaging the public, this position will assist with social media responses and the production of informative videos as part of a dedicated and trained team.

Managing the image of the police department is critical to gaining the confidence of the City's residents and controlling crime. To accomplish this in a media-driven environment, this role will assist the Public Information Officer with press inquiries, monitor and respond to social media activity related to public safety concerns, and manage the police department's image through the development and dissemination of messaging using a variety of multimedia platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Write, produce, direct, edit, and oversee video production.
- Plan and coordinate police media and social media programs.
- Respond to news media inquiries.
- Provide on-camera, off-camera (sound), or print media interviews.
- Remain available for police callout after-hours.
- Maintain proficiency in the Texas Open Records Law; Provide Open Records request material for the news media or general public.
- Redact material not releasable to the public.
- Provide video footage to news media.
- Research and develop the script for video programs.
- Assist with police training, including instruction in the use of video equipment, production techniques, and script writing.
- Interact with police divisions/sections and citizens to produce informative news stories.
- Plan, prepare, and coordinate media press conferences.
- Communicate with various sources to develop and implement ideas for programs.
- Maintain, coordinate and develop new police web pages and other related social media applications.
- Design and produce posters, flyers, displays, and other promotional materials for police.
- Edit and produce police photos of events or investigations.
- Prepare set-up and direct remote and studio productions.
- Set up and break down studio and video equipment.
- Develop Strategic Plan items, maintain statistical information, and provide information to the Police Chief.

- Provide other City departments with information on police activities.
- Prepare and deliver presentations to the public or departmental employees.
- Provide training sessions to the community to the public or employees.
- Inspect and assure the maintenance of Departmental equipment, including vehicles.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- Recommend the purchase of video equipment and software.
- Investigate and coordinate citizen inquiries for disposition within the Department or outside departments and record results of findings.
- Document and maintain records of all investigative activities to track compliance and meet legal and department timelines.
- Prepare internal or external videos for dissemination, preservation, or evidence.

SUPERVISORY RESPONSIBILITIES

Supervisory responsibility is not a regular part of the position.

FINANCIAL / BUDGETARY RESPONSIBILITY

None

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to an Associate's degree from an accredited college.

EXPERIENCE

- At least three (3) years of related experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid state driver's license is required.
- NCIC Certification
- Ability to obtain additional certifications as needed.

KNOWLEDGE OF

- Communications and Media: Media production, communication, and dissemination techniques and methods.
- Computer Usage: Computer hardware and software applications, including production equipment.
- Customer Service: Principles and processes for providing customer and personal services, including a desire to help customers regardless of their circumstance.
- Web Design: Concepts, practices, and procedures of web design, including advanced art, design, editing, and layout techniques.
- Public Safety and Security: Rules and regulations for the protection of people, data, and property.
- Law and Government: Laws, penal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City.
- Office Systems: Administrative and clerical procedures and systems such as word processing, filing and records management, and other office procedures and terminology.

SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas.
- Basic Math: Adding, subtracting, multiplying, or dividing quickly.
- Service Orientation: Actively looking for ways to help people.
- Social Perceptiveness: Being aware of the reactions of others and understanding why they react the way they do.
- Active Learning: Working with new material or information to grasp its implications.
- Active Learning: Listening to what others are saying and asking questions as appropriate.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work.
- Critical Thinking: Using logic and analysis to identify the strengths and weaknesses of different approaches.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do work.
- Teaching: Conveying new concepts and confirming comprehension by listeners.
- Inductive Reasoning: Combining separate pieces of information or specific answers to problems to form general rules or conclusions. This includes coming up with a logical explanation for why a series of seemingly unrelated events occur together.
- Deductive Reasoning: Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together.
- Problem Sensitivity: Telling when something is wrong or is likely to go wrong.
- Speech recognition: Identifying and understanding the speech of another person.
- Fluency of Ideas: Developing a number of ideas about a given topic. This concerns the number of ideas produced and not the quality, correctness, or creativity of the ideas.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing creative ways to solve a problem.
- Visualization: Imagining how something will look after it is moved or rearranged.

- **Written and Oral Expression:** Communicating information and ideas in writing, as well as through speech, so others will understand, which includes completing reports according to pre-set formats.
- **Interactive Presentation:** Effectively presenting information and responding to questions.
- **Oral Comprehension:** Listening to and understanding information and ideas presented through spoken words and sentences.
- **Composure under Duress:** Remaining composed and making sound decisions during stressful or sensitive circumstances.
- **Reading Comprehension:** Reading and interpreting documents.
- **Organizational Strategies:** Tracking multiple variables by sorting, grouping, and calculating.

GUIDANCE RECEIVED

Accepted Methods and Procedures

Broad supervisory direction, seasoned knowledge, accepted methods and procedures, and stated policies guide completion of assignments and decisions made. Makes recommendations to superiors about moderately complex issues and procedural changes.

CONTACTS

The employee has daily contact with other City employees, residents and businesses. S/he will work alongside these groups to address a variety of Departmental and quality of life related issues. Solutions will be in the form of social media communique, surveys, presentations, training, etc.

EQUIPMENT AND PROPERTY

The employee will maintain social media software, applications and equipment (i.e., video cameras, studio props, computers, etc.) in good working order. In addition, s/he will be responsible for upkeep, cleanliness and maintenance schedule of assigned section office and vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to grasp, handle, feel, listen and/or see. Frequently, s/he is required to balance, carry, kneel, drive a vehicle, and lift up to 10 pounds, pull, push, reach, sit, stand, stoop, talk, and/or walk. Occasionally, s/he must climb, lift up to 30 pounds, run, and/or smell. Rarely, s/he is required to crawl and/or lift up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and color vision.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The employee may be exposed to extreme vibration, blood-borne pathogens, confining work space, a dirty environment, extreme temperatures or weather conditions, air contamination, high and precarious work places, improper illumination, noise, toxic or caustic materials, and/or violence. This job requires her/him to potentially make decisions that could directly or indirectly affect their safety and/or the safety of others.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.