



# Police Community Information Coordinator

## General Information

<b>Classification Code:</b>	POLCPC
<b>Effective Date:</b>	10/20/2020
<b>Pay Grade:</b>	217
<b>FLSA Status:</b>	Non-exempt

## Position Summary

Under the supervision of the Chief of Police or designee, performs a wide variety of paraprofessional, technical, and routine to complex administrative support functions and duties related to media and public relations, information sharing, and community outreach services in support of Police Department efforts. Assists command staff in creating, developing, coordinating, and implementing media/public relations and community outreach programs and services to improve and maintain relationships between police and the community. Performs related duties as required.

## Classification Characteristics

N/A

## Essential Duties

*The duties listed below are a typical sample; position assignments may vary.*

- 1 Provides support to Police Department Public Information Officer in areas of media relations, public relations, and community outreach utilizing a variety of communication and research methods.
- 2 Functions as a liaison and contact person for the department with other law enforcement agencies, community groups, media, and individuals in the community.
- 3 Effectively interacts, assists and responds to phone calls and questions relating to Police programs, issues and public information requests as directed.
- 4 Establishes and maintains positive relationships with print and electronic media agencies, community leaders, elected officials, staff members and other key stakeholders.
- 5 Supports the design and development of media advisories, public service announcements, news releases, and other forms of communication and informational material as assigned. May support and maintain website development and content.
- 6 Researches, evaluates, writes and edits reports, studies, speeches, memos, correspondence, articles, presentation materials and other documents and materials as required.
- 7 Monitors a variety of news outlets and sources and provides content to internal customers as directed.
- 8 Gauges and monitors public and media attitudes, reactions, concerns, and issues related to department responsiveness. Measures the effectiveness of department communications and outreach programs.
- 9 Prepares and presents information on a variety of Police Department related topics in a clear, concise and informative matter; makes effective presentations at public meetings or forums that may include public and private organizations, City staff and the media.
- 10 Interacts and responds to upset, angry, hostile and/or verbally abusive citizens on the telephone and in-person during individual and group contacts.

<b>Essential Duties</b>	
11	Attends meetings and activities outside normal business hours including evenings and weekends and holidays.
12	Assists other staff in the performance of their duties as assigned. Conducts and coordinates tours of the Police Department. Coordinates and participates in various community events.
13	Ensures compliance with applicable department policies and procedures, and Local, State and Federal laws.
14	Actively supports an inclusive and respectful work environment.
15	Performs other duties of a similar nature or level.

<b>Functional Specific Responsibilities</b>	
N/A	

<b>Qualifications</b>	
<b>Minimum Qualification:</b>	
<ul style="list-style-type: none"> <li>• Requires: <ul style="list-style-type: none"> <li>○ Associate’s degree with course work in Marketing, Public Relations, Communications, Journalism, or related field; and</li> <li>○ One or more years of progressively responsible professional experience in public relations, marketing, communication, education, citizen involvement, or journalism; or</li> <li>○ The equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.</li> </ul> </li> <li>• Preferred: <ul style="list-style-type: none"> <li>○ Bilingual in Spanish;</li> <li>○ Experience in a related field with a municipal police or sheriff’s department;</li> <li>○ and proficiency with web and graphic design is highly desirable</li> </ul> </li> <li>• Special Requirements: <ul style="list-style-type: none"> <li>○ Have no convictions that could have resulted in a sentence to a federal or state penitentiary (i.e. felony convictions), or misdemeanors directly related to position;</li> <li>○ Must meet minimum physical and psychological requirements as defined by a physician;</li> <li>○ Must be able to work a flexible schedule which includes working evening, weekends, and holidays;</li> <li>○ Must refrain from the use of tobacco products while on duty – This is a condition of employment.</li> </ul> </li> </ul>	
<b>Licensing/Certifications:</b>	
<ul style="list-style-type: none"> <li>• A valid State of Oregon Driver’s license at the time of appointment and ability to maintain.</li> <li>• Pass Criminal Justice Information Services (CJIS) background requirements (including fingerprints).</li> <li>• Possession of or ability to obtain a Law Enforcement Data System (LEDS) certification within three (3) months of hire, and renewal every two (2) years.</li> </ul>	
<b>Technology Skills:</b>	
<ul style="list-style-type: none"> <li>• Electronic mail software - Microsoft Outlook</li> <li>• Internet browser software - Microsoft Internet Explorer</li> <li>• Office suite software - Microsoft Office</li> <li>• Presentation software - Microsoft PowerPoint</li> <li>• Spreadsheet software - Microsoft Excel</li> <li>• Word processing software -Microsoft Word</li> </ul>	

## Qualifications

### Knowledge Required:

- **Communications and Media** - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **English Language** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Law and Government** - Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- **Computers and Software** - Knowledge computer applications including, but not limited to, Microsoft Office Suite (Word, Excel, Publisher), and traditional and social media platforms
- **Public Relations** – Knowledge of principles, methods, procedures, and practices of coordinating and operating a public relations and information program to include community involvement, outreach/engagement, and media requirements as they relate to law enforcement.

### Skills:

- **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Writing** - Communicating effectively in writing as appropriate for the needs of the audience.
- **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents and can proofread written and electronic information for public dissemination including press releases, fact sheets, social media posts, reports, correspondence, and speeches
- **Speaking** - Talking to others to convey information effectively
- **Persuasion** - Persuading others to change their minds or behavior.
- **Judgment and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Service Orientation** - Actively looking for ways to help people.
- **Problem Solving** - Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- **Negotiation** - Bringing others together and trying to reconcile differences

### Abilities:

- **Resolving Conflicts and Negotiating with Others** –The ability to handle complaints, settle disputes, and resolving grievances and conflicts, or otherwise negotiating with others.
- **Working Directly with the Public** - The ability to deal directly with the public, including unpleasant, angry, or discourteous people with the potential exposure to disease or infections. Requires exposure to minor burns, cuts, bites, or stings. Requires wearing common and specialized protective or safety equipment.
- **Diversity and Inclusion** – The ability to demonstrate an awareness and appreciation of the cultural diversity of the community support and promote an inclusive and respectful work place practices.
- **Oral and Comprehension** - The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Speech Clarity**- The ability to speak clearly so others can understand you.
- **Written Comprehension** - The ability to read, write, and understand information and ideas presented in writing.
- **Deductive Reasoning** - The ability to apply general rules to specific problems to produce answers that make sense, such as interpreting and explain City and Department programs, policies and procedures.
- **Problem Sensitivity** - The ability to tell when something is wrong or is likely to go wrong. It does not involve

## Qualifications

solving the problem, only recognizing there is a problem.

- **Fluency of Ideas** - The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- **Originality** - The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- **Selective Attention** - The ability to concentrate on a task over a period of time without being distracted.
- **Public Speaking** – The ability to speak in public before large and small audiences, presenting a variety of information, and being on camera.

## Physical Requirements

Key	None 0% (0 hrs.)					Seldom 1-5% (Up to 1 hrs.)					Occasionally 11-35% (Up to 3 hrs.)					Frequently 36-75% (3-6 hrs.)					Continuous 76-100% (6+ hrs./day)				
	0%	1-5%	11-35%	36-75%	76-100%	0%	1-5%	11-35%	36-75%	76-100%	0%	1-5%	11-35%	36-75%	76-100%	0%	1-5%	11-35%	36-75%	76-100%	0%	1-5%	11-35%	36-75%	76-100%
<b>BODY POSITIONS</b>												<b>PUSH/PULL</b>													
Standing												0-10 lbs.													
Sitting												11-20 lbs.													
Walking – Even Surface												21-50 lbs.													
Walking – Uneven Surface												51-75 lbs.													
Kneeling												76-100 lbs.													
<b>MOVEMENTS</b>												<b>ENVIRONMENTAL HAZARDS</b>													
Bending/Stooping												Indoors													
Twisting												Outdoors													
Crawling												Dust													
Squatting/Crouching												Fumes/Odors/Gasses													
Balancing												Chemical Agents													
Reach – Overhead												Biological Agents													
Reach – Forward												Noise – Low													
Reach – Backward												Noise – Moderate													
Climbing – stairs												Noise – High													
Climbing - ladder												Low Light													
<b>USE OF HANDS</b>												Heat													
Grasping – whole hand												Cold													
Grasping – pinch grip												Restricted workspace													
Fine manipulation/feeling												Vibration – whole body													
Keyboarding												Vibration - extremity													
<b>LIFT/CARRY</b>												<b>JOB SPECIFIC</b>													
0-10 lbs.												Driving – vehicle/equipment													
11-20 lbs.												Operate foot controls													
21-50 lbs.												Seeing													
51-75 lbs.												Talking													
76-100 lbs.												Hearing													
												Extended work hours													

## **Classification History**

2020.10 – Job Description prepared and adopted