

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Police Media and Community Relations Analyst	Job Family: 2
General Classification: Management	Job Grade: 32

Definition: To develop, organize, direct, and coordinate the Police Department’s Communication and Community Engagement strategy and programs, lead content development and manage media relations, social media presence, on-camera interviews, written external communications, and conduct a broad variety of general administrative and operational duties as assigned.

Distinguishing Characteristics: This is a management-level position dedicated to organizing, coordinating, producing, and executing community outreach, communications, and media relation strategies consistent with the Mountain View Police Department’s goals and objectives. The incumbent exercises a high degree of political acumen, professionalism, and independent judgment in the performance of these duties. This position receives general supervision from the Police Chief or other Police Department management staff. This position may exercise direct and indirect supervision over professional, technical, and clerical department staff assigned; this may include full-time, part-time, and volunteer staff.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Serve as the Police Department’s public information officer; interact daily with the media; and be available for on-camera, radio, and print media interviews.
2. Manage and maintain the Police Department’s media relations engagement across various platforms to build relationships with the community that enable proactive and positive interactions and promote the storytelling of the Department’s key priorities, events, and messages and facilitate positive outcomes.
3. Write, edit, design, and produce press releases, public service announcements, brochures, fact sheets, and presentations to create public awareness of Department activities and events.
4. Maintain, enhance, and direct staff in general neighborhood, residential, and business community outreach and crime-prevention programs and events.
5. Analyze, research, and prepare a variety of reports that support the office of the Police Chief.
6. Develop and maintain ongoing social media strategies for the Department; and utilize social listening and monitoring tools to gauge metrics, public sentiment, and insights.

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7. Develop, maintain and manage the Department's website; and ensure web content is current, innovative, and in support of Departmentwide communication goals.
8. Compile, analyze, interpret and track qualitative and quantitative measures to assess effectiveness and other impacts and outcomes of web, digital, and social media activities; and develop practices to further support these initiatives.
9. Manage assigned programs or projects; and schedule, plan, coordinate, evaluate, and report on work progress and outcomes.
10. Serve as a representative to a variety of community and business meetings and participate in various community group boards and programs on behalf of the Police Department.
11. Advise and provide staff assistance to Police Department officials and other City staff and departments on effective social media and public information methods and procedures.
12. Prepare speeches, memorandums, presentations, reports, and other documents for the Police Chief or other Police administrative and management staff.
13. Develop and coordinate the delivery of specific outreach events and activities, targeting special population groups within the City, including materials in second languages; and establish community partnerships with the City's culturally diverse community.
14. Perform a variety of analytical and professional tasks on an as-needed basis for the Police Department's Crime Analysis Unit.
15. Create and maintain a continuously updated stock of Department photos, videos, and content to be used for various Department purposes, including social media, brochures, flyers, annual reports, etc.
16. Perform other related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles and practices of community/media relations and public information, including conduct of media relations relative to public-sector agencies; social media analytics; mainstream social media channels and the target audience for each; methods of report preparation and presentation; advanced principles and techniques of professional writing, English grammar, spelling, and punctuation; public administration and city government structure and processes; pertinent state, federal, and local laws, codes, and regulations relating to law enforcement, public release of information, and Public

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Records Act requests; crime-prevention issues; modern office technology, equipment, and procedures; methods and computer equipment and software; principles of supervision, training, and performance evaluation; Police Department structure and processes; analytical/research techniques; budget and operations analysis; general management principles; and Police Department and City policies and procedures.

Ability to: Develop, plan, direct, and manage one or more public information functions; analyze, interpret, and evaluate staff reports, new laws, regulations, and codes relevant to the community/public information field and other assigned duties; prepare and present organized, accurate, and effective oral reports, statements, graphics and presentations; convey complex issues and technical information in a succinct manner; operate a computer using word processing, business graphics, website and photography software, and other office equipment and automated systems; learn and master new technology and concepts to stay abreast of new trends and innovations; maintain confidentiality; interpret policies, guidelines, and procedures; develop recommendations and assist in making decisions of considerable impact; work independently with minimal supervision; organize and prioritize multiple responsibilities and tasks in a fast-paced environment; meet tight deadlines while being flexible and responsive to changes in priority assignments; supervise, train and evaluate assigned staff; track community engagement, growth and measure effectiveness of social media strategies; administer City programs and coordinate work with other divisions, departments and outside agencies; work with the public and discuss problems and complaints tactfully, courteously and effectively; represent the Police Department and City in a variety of community hearings, meetings and/or events; exercise good judgment and creative problem-solving skills and make sound decisions in a manner consistent with essential job functions and the City and Department values; develop and modify websites; coordinate and direct a variety of complex tasks and assignments simultaneously; communicate clearly and concisely, both orally and in writing; proofread and edit written and presentation materials and the work of others; and establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training Guidelines: A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A bachelor's degree from an accredited college or university with major course work in public administration, journalism, communications, criminal justice, or a related field and three years of increasingly responsible professional experience in public communications, public relations, marketing, or communications is required. Experience with public safety communications or community relations is highly desirable.

Required Licenses or Certificates: Possession of a valid California Class C Driver License at the time of appointment.

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Working Conditions: In addition to the regular work schedule, this position may be required to work evenings and weekends for meetings or in situations of emergency for communications response and media monitoring.

Established: August 2013

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HRD/CLASS SPECS

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