

CLASS SPECIFICATION



CLASS: Public Safety Media and Community Relations Specialist
ALLOCATION: Sheriff's Department
FLSA STATUS: Non-Exempt
UNION AFFILIATION: YCEA

ESTABLISHED: July 2022
REVISED: August 2022

JOB SUMMARY:

Under direction, disseminates information to the community and news media in support of the County's Public Safety Departments (Sheriff's Department, District Attorney's Office and Probation Department; consult and assist with members of the Public Safety Departments regarding media and public requests for information; perform a wide variety of activities around social media relations and promotional efforts, including writing and editing material and new releases for publication and event conceptualization and development; plan, develop, implement a variety of social media campaigns; learn and apply emerging technologies in the media and communications field; and perform related work as assigned.

CLASS CHARACTERISTICS:

This position reports directly to the Sheriff's Dept.'s Administrative Services Manager, and will receive and respond to direct and indirect requests from other Public Safety Department's managers. This class is distinguished from Media and Community Relations Coordinator in that the latter has overall responsibility for the planning and implementation of a countywide marketing and communications plan. This is the journey level in the communication series.

EXAMPLES OF DUTIES:

Essential:

- Serve as the Public Information Officer for the Sheriff's Department, District Attorney's Office and Probation Department in accordance with applicable laws, rules, and regulations.
- Release information to the news media and public regarding Public Safety activities, policies, statistics, and promotional / special events.
- Represent the Public Safety Departments in interviews and social media.
- Perform a variety of marketing, public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding Public Safety operations, policies, and procedures.
- Maintain steady and positive presence in the media through releases, contact, and responsiveness to inquiries/requests.
- Arranges participation of department officials to speak before public groups, to the news media, and to individuals regarding department activity.
- Plan, organize, and implement logistics of press events and media relations that support Public Safety communication initiatives, programs, and services.
- Align work products with Public Safety communication priorities.
- Plan, develop, and implement a variety of social media campaigns and community outreach/education activities and projects in support of Public Safety products, programs, and services.
- Create, research, edit, and contribute content and materials including posts, tweets, pitch letters, backgrounders, customer communications, fact sheets, brochures, feature articles, press releases, and other materials.
- Provide regular feedback and insights gained from social media monitoring to appropriate departmental staff to help evolve strategies in a timely fashion.
- Create analytics report and leverage analytical data to provide insight, make recommendations to improve account performance, and adjust strategy as needed.
- Drafts and schedules social media content, monitors for mentions, and identifies opportunities for engagement and customer service.
- Prepare and develops digital presentations and graphic materials in support of Public Safety events, meetings, publications, training, and other programs.

Important:

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.
- Uphold the professional and ethical standards of the Yuba County Public Safety Departments.
- Attend meetings / events outside regular working hours.

EMPLOYMENT STANDARDS:

Knowledge of:

- Knowledge of communication principles, media, and public relations techniques.
- Principles and techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County staff.
- Accepted customer relations, communications, service, and information presentation methods, and procedures.
- Research, analysis, implementation, and evaluation of programs, projects, and materials.
- Standard and accepted principles, techniques, and methods of preparing and disseminating public information and relations materials via mobile web and the social technology universe including Facebook, Twitter, YouTube, blogs, wikis, discussion forums.
- Standards and practices of social media outlets, image specifications and design attributes, platforms, tools, capabilities, and search engine optimization.
- Monitoring and measurement platforms including Facebook Insights, Twitter Analytics, YouTube Insights, and Google Analytics.
- Principle and practices for automated content publishing across multiple social media feeds and channels.
- Applicable Federal, State and Local Laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Computers, editing and design software programs, including Microsoft Office and Adobe Creative Suite.

Skill in:

- Outstanding interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community.
- Planning, collecting, organizing, synthesizing, and evaluating data and information from a variety of sources.
- Communicating effectively and persuasively, both orally and in writing, utilizing courtesy, respect, tact, and diplomacy.
- Responding to request and inquiries from general public.
- Strong knowledge of local and regional media and community contacts and/or the ability to develop such relationships quickly.

Ability to:

- Maintain confidentiality.
- Ability to receive and respond to requests from multiple managers, and to appropriately prioritize requests
- Ability to use independent judgment and to gather, manage and impart information.
- Communicate effectively and confidently in public forums or with diverse groups.
- Listen carefully to what other people are saying, take time to understand the points being made, and ask questions as appropriate for clarification.
- Express information and ideas verbally and in writing in a way that is tailored to the intended audience.
- Use Adobe Creative Suite particularly Photo Shop, In Design, Adobe Premier and After Effects.
- Learn and apply emerging technologies.
- Understand social analytics and utilize data to curate / modify content appropriately.
- Effectively explain policies and objectives to technical and non-technical audiences.
- Consult with and advise administrators and other interested parties on a wide-variety of subjectmatter areas.
- Monitor and make recommendations for modifications to existing communication procedures.
- Perform duties in an efficient, organized, and timely manner.

Physical Demands: The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential function of the job, with or without accommodation. Prospective employees must complete a pre-employment medical exam (Occupational Group IV) which will measure the ability to:

- See well enough to read fine print and view a computer screen; speak and hear well enough to understand, respond, and communicate clearly in person and on the telephone; independent body mobility sufficient to stand, sit, walk, stoop and bend to access the work environment and a standard office environment; manual dexterity and sufficient use of hands, arms and shoulders to repetitively operate a keyboard and to write; and the ability to sit or walk for prolonged periods of time.
- Ability to operate motor vehicle.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

Work Environment:

- Generally a typical office environment
- Attend meetings / events outside of normal working hours; work extended hours as needed.

QUALIFICATIONS:

The minimum and preferred requirements listed below. While the following requirements outline the minimum qualifications, Human Resources reserves the right to select applicants for further consideration who demonstrate the best qualifications match for the job. Meeting the minimum qualifications does not guarantee further participation in selection procedures.

Licenses and Certification:

- The ability to obtain a valid California Class C driver's license within ten (10) days of employment; maintain throughout employment.

Special Requirements:

- Must successfully complete an extensive and thorough background investigation, which may include Live Scan fingerprinting prior to hire.
- DMV printout prior to hire.
- May be required to file statements of economic interest with the Yuba County Clerk/Recorder.

Education and Experience:

MINIMUM: Bachelor's degree from an accredited four year college or university with major coursework in business or public administration, journalism, marketing, public relations, political science, or in a related field and two year of progressively responsible administrative analytical experience in public communications, public relations, marketing or program management.

PREFERRED: In addition to the minimum requirements, possession of an advance degree in an appropriate field and additional progressively related experience preferably in a governmental agency setting.

This class specification lists the major duties and requirements of the job. Incumbent may be expected to perform job-related duties other than those contained in this document.

Dept Approval: Department Head
Date:

Human Resources Approval: Analyst
Date:

Signature: _____

Signature: _____

EEO: B
WC: 9410

Established: July 2022