



<b>CLASSIFICATION TITLE:</b> Community Relations Specialist	<b>JOB NUMBER:</b> 7236	<b>AFFILIATION:</b> Unaffiliated (Non-Union)
<b>REPORTS TO:</b> Chief of Police	<b>PAY GRADE:</b> 17	<b>FLSA STATUS:</b> Non-Exempt

## GENERAL SUMMARY

Performs intermediate technical work to assist the Richland Police Department with developing and maintaining a positive public image through proactive and responsive public-relations oriented efforts to include developing digital communication products, community outreach, networking, and related work as apparent or assigned. Work is performed under the moderate supervision of the Chief of Police or designee (supervisor). Limited oversight is exercised over volunteers.

## CORE VALUES

All employees are expected to model and foster the City of Richland's core values in the performance of their duties and their interactions while representing the City. The values of *Teamwork*, *Integrity*, and *Excellence* promote and maintain a high level of morale and productivity, and are the tie that binds all City employees together, across all functions.

## ESSENTIAL JOB FUNCTIONS

*To be successful in this position, an individual must be able to perform each essential function satisfactorily. Additional duties of a similar nature and level may also be assigned. The City may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.*

- In conjunction with the City's Communications and Marketing division, prepares marketing materials for a variety of departmental activities and events to communicate key messages, multimedia, and stories in support of the departments mission, vision and values; utilizes a variety of communication methods for the timely dissemination of information.
- Manages departmental social media presence and develops strategies; administers and provides regular content updates to the various social media platforms; responds or redirects public questions and concerns.

- Measures the impact of social media on the overall marketing efforts and prepare analytics reports; monitor trends in social media tools, research social platforms, and identify potential use.
- Plans and coordinates activities and special events for targeted citizens; assists in developing and implementing community activities; coordinates City Neighborhood Watch programs; works with Volunteers in Police Services (VIPS) members, citizen advisory groups, businesses, community members, and other similar groups to determine needs and increase citizen participation in community events; assists the City's public information officer with preparation and presentation of public education programs.
- Acts as liaison between the department management and community, business, and public-sector organizations; provides input to the department from outside agencies.
- Performs general clerical tasks including, but not limited to, operating modern office equipment, updating Department's website to reflect current events, fulfilling public records requests, and filing of records; researches and prepares information for the Chief's office; attends various meetings, serves on committees, and prepares presentations.

## **KNOWLEDGE, SKILLS AND ABILITIES**

*The requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform the essential functions of the position.*

### **Knowledge of:**

- Methods of preparing and making public presentations.
- Police community programs including child safety programs, neighborhood watch, and personal safety.
- Website software, management processes, and best practices.
- Public relations techniques.
- Social media platforms.
- Public speaking techniques, including group dynamics.
- Methods and procedures for preparing public service announcements and other materials.
- Police department policies and procedures.
- Roles and responsibilities of police officers and command staff.
- Broad range of relevant computer software packages (e.g., spreadsheets, word processing, desktop publishing, webpage design, etc.).
- Modern office practices, methods, procedures, and equipment.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.



**Skills and abilities to:**

- Prepare for and conduct training sessions including the preparation of instructional materials and making public presentations.
- Educate individuals and community groups regarding the functions of the Police Department.
- Understand and utilize social media for community outreach.
- Learn, read, interpret, and apply and explain rules, regulations, policies, and procedures.
- Adhere to laws and policies related to accessing, reviewing, and sharing information that is protected by law, whether in print or electronic form.
- Work with local community organizations to deter crimes in the City.
- Maintain records and prepare reports.
- Maintain the confidentiality of criminal and other police records.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise, and understandable manner to intended audiences.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or no direction, set priorities, and meet critical time deadlines.
- Operate modern office equipment including personal computer equipment using standard or customized software application programs appropriate to assigned tasks.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Work a flexible schedule including some evenings, weekends, and holidays.
- Arrange for and assist at news conferences; prepare timely and accurate media releases.
- Attend various department briefs to become informed upon the happenings of the department and respond to any departmental activity that may be newsworthy.

**SPECIAL REQUIREMENTS**

- Obtain ACCESS Certification within six (6) months of hire and maintain throughout employment.
- Valid driver's license.

**EDUCATION AND EXPERIENCE**

Associates/Technical degree with coursework in criminal justice, sociology, or related field and one (1) year of marketing experience, or equivalent combination of education and experience.



## COMPETENCIES

### **Foundational**

- **Use Technical/Functional Expertise:** Displays an appropriate depth of knowledge and skills as required for the position and commensurate with the time in class. Uses technology as appropriate for the position. Seeks additional knowledge and information to continually enhance knowledge in areas of specialty.
- **Be Accountable for Performance:** Actively shows responsibility, reliability, and trustworthiness. Ensures work and information are complete and accurate. Admits mistakes and looks for ways to improve. Models self as dependable and reliable. Follows up with others to ensure agreements and commitments have been fulfilled. Values the importance of team and organizational success. Independently takes action to influence events, to improve own or organizational performance and to promote the goals of the organization.
- **Provide Excellent Customer Service:** Anticipates, assesses, and responds effectively to the needs of diverse customers, both internal and external, providing consistently excellent service that is timely, accurate, courteous, and respectful.
- **Communicate Effectively:** Uses verbal and written skills effectively to ensure that information is successfully shared throughout the organization. Relates well to a range of people. Shows sensitivity to the needs of others. Demonstrates ability to build rapport and facilitates mutual understanding.
- **Work Safely:** Knowledge and application of relevant safety requirements that apply to the specific work being done. Recognizes and mitigates safety hazards on the job. Observes rules and regulations to comply with personal and workplace safety standards. Works to create a hazard-free, accident-free environment.

## PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT

*The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*


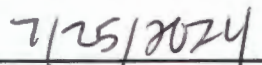
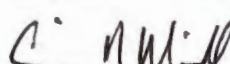
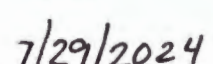

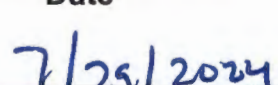
This work requires the regular and punctual attendance at the office or other assigned locations; occasional exertion of up to 25 pounds of force; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions and occasionally requires standing, walking, climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing

general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

**Authorization (for Archive)**

*The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job classification does not constitute an employment agreement between the City of Richland and any employee and is subject to change by the City as the needs of the City and requirements of the job change.*

	
Human Resources Director	Date
	
Department Head	Date
	
City Manager or Authorized Designee	Date