

**CITY OF GREENBELT, MD
CLASS SPECIFICATION**

CLASS TITLE: Crime Prevention/Public Information Officer
DEPARTMENT: Police
REPORTS TO: SOD Commander

SALARY GRADE: 16
FLSA STATUS: Non-exempt
DATE: March 18, 2013

JOB SUMMARY AND DISTINGUISHING FEATURES OF THE WORK:

This position represents the City of Greenbelt Police Department to the news media and the community for department news events, incidents and activities. The position is responsible for the handling of press/communications for crime incidents and emergencies. This position provides information regarding police activities, events and programs to residents, business owners and others requesting information.

Considerable knowledge of the office and objectives, as well as the principles and techniques of public information and communications are essential. This position is responsible for the management of public information.

This person is responsible for working a variety of hours which includes being on-call and available 24 hours a day, 7 days a week unless otherwise approved by the SOD Commander or his/her designee.

ESSENTIAL JOB FUNCTIONS:

In consultation with the SOD Commander, develops and implements the Police Department's public information and community relations policies and programs, including arranging information for and distributing press releases concerning departmental events, projects, programs and services through all applicable media. Teaches the Neighborhood Watch and other crime prevention programs to community groups.

IMPORTANT JOB FUNCTIONS:

Serves as primary spokesperson for the Police Department in conjunction with Police Department Command Staff.

Attends and participates in police staff meetings, and staff briefings for the purpose of being knowledgeable on all applicable City activities, events, plans and operations as directed.

Responds to newsworthy incidents and those specified in the General Orders to gather information for public dissemination to news media and the community. Serves as primary contact for follow-up information.

Prepares and distributes press releases by identifying newsworthy issues and topics beneficial to the community, announcing upcoming public events and public hearings, or in reaction to unanticipated incidents or events of public interest.

Prepares and conducts public presentations, to include press conferences, to the community and media; provides information, press releases and articles related to City wide or department specific programs, events and services.

Responds to inquiries and/or requests for information from news media, residents and businesses.

Responds to emergency incidents for the purpose of coordinating information dissemination to the public and media access to the situation.

Presents information to City Officials, City staff, public groups and news media.

Interviews department officials and employees to obtain information about Police Department programs to write and edit information for agency publications, news releases, annual and special reports, speeches and radio and television scripts.

Prepares crime reports to be disseminated as necessary for the media and other entities as determined to be necessary.

Attends specified community meetings and acts as a Police Department liaison as directed.

Willingly and cooperatively accepts other related duties and responsibilities as assigned.

MATERIAL AND EQUIPMENT USED:

Computer and General Office Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Must possess a current valid Maryland Driver's License and a proven safe driving record.

Ability to operate a computer. Able to use Microsoft Word and spreadsheet software such as Microsoft Excel. Able to learn and apply other office and department software and automated office procedures as necessary.

Education and Experience:

Bachelor's degree from an accredited four-year college or university in Communications, Public Relations, Criminal Justice or a related field; and,

Three years of related experience; or,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

Licenses and Certifications:

None.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of law enforcement theory and practice, as well as knowledge of the criminal justice system. Understanding the use of criminal statutes, civil law and liability of each.

Knowledge of general theories and principles of public relations, marketing and organizational communications; local and regional public affairs; project management techniques; leadership techniques and practices; style guidelines for writing press releases and English language usage and terminology used by various news media. Excellent writing, editing, speaking and analytical skills are required.

Skill in communicating complex information in understandable terms to a variety of levels of education and abilities to understand.

Ability to write creatively to entice the audience and ensure continuous interest; present information clearly and in an interesting manner to various audiences; assist in coordination of public events; handle multiple projects, often with quick deadlines and anticipate the informational needs of the department. Create, design and implement public awareness campaigns on various crime prevention topics. Be able to conduct Crime Prevention activities with the public as needed.

Ability to explain complex issues to multiple audiences, including policymakers, community based organizations, media and the public. Ability to work democratically and effectively with diverse groups.

Self motivated, organized and adaptable. A demonstrated ability to meet deadlines, manage competing priority and work independently. On-call twenty four (24) hours a day, seven (7) days a week or as directed by the SOD Commander or his/her designee.

Most possess strong interpersonal skills necessary to be understood by a citizens and members of various community groups while representing the Greenbelt Police Department.

Follows oral and written instructions. Knowledge of general office procedures, practices and the use of general office equipment.

Mental and Physical Abilities:

Writes reports, correspondence and procedure manuals.

Develops and produces publications for the general public.

Apply concepts such as fractions, percentage, ratios and proportions to practical situations.

Interpret a variety of instructions in written, oral, diagram or schedule form.

Ability to proofread and check for accuracy in various reports, computer entries, and police logs.

Ability to perform duties rapidly and accurately.

Ability to keep confidential information.

Ability to establish and maintain effective working relationships with a variety of people to include citizens and police personnel.

While performing the essential functions of this job the employee is frequently required to sit; use hands to finger, handle, feel or keyboard; speak and hear; reach with hands and arms; lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds.

Working Conditions:

Work is normally performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust. However, at times work may take place outside the Police Station such as at schools or at crime scenes.

The incumbent's working conditions are typically moderately quiet.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.