



DATE	October 2023
JOB CODE	
FLSA	EXEMPT ADMINISTRATIVE
EEO	

JOB TITLE: Public Safety Information Manager
DEPARTMENT/DIVISION: Public Safety
REPORTS TO: Executive Director of Public Safety

SUMMARY: Acts as primary media relations, public relations, and marketing manager for the Police, Fire, and Emergency Management Departments including Social media and website content. Serve as primary public spokesperson for Police, Fire and Emergency Management Departments for TV, Radio, and Digital/Print News Media, or coordination of situationally appropriate spokesperson. Work requires limited supervision and the appropriate use of independent judgment and discretion.

ESSENTIAL JOB FUNCTIONS:

- Provides strategic information to the news media about Public Safety activity in response to leadership goals and investigative needs of Criminal Investigations and Intelligence Divisions.
- Manages all media relations activities, which include responding to routine inquiries, drafting, editing, and distributing news releases; alerting the media of photo and coverage opportunities; identifying and communicating newsworthy stories; performing on-camera or audio interviews; providing print/digital interviews, organizing media events; and/or, performing other media or community-related activities.
- Subject to 24/7/365 call back for Police, Fire, Emergency Management activity requiring a media liaison or social media response.
- Monitors news media coverage of CPD, CFR, EM and other law enforcement agencies and issues and keeps command staffs briefed of trends or upcoming potential issues.
- Coordinates with NTECC supervisory staff when proactive media releases impact dispatch operations.
- Manages website content, including external internet sites, for Police, Fire, and Emergency Management pages on the City of Carrollton website.
- Provides content to social media including Facebook, Twitter, Nextdoor, Instagram, and other social networking platforms in order to promote and protect the agency in the community.
- Develops promotional media and items for the department in various formats, which may include graphics, pamphlets, flyers, and posters, and/or other formats.
- Produces video content to support Public Safety functions including recruiting, public education, training, and media-relations function.

- Researches and responds to citizen inquiries via phone, email, direct message on X (formerly known as Twitter), private message on Facebook, and private message on Nextdoor.
- Responsible for marketing and promoting Public Safety community events. Coordinates, assists, and liaisons with event planners.
- Assists in recruitment and hiring tasks including video production, internet marketing campaigns, and strategic recruitment marketing plans.
- Research marketing opportunities and implements branding plans to establish image.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- May have supervisory responsibility over assigned staff
- May have supervisory responsibility over assigned budget

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Knowledge of news media operations and all media formats including digital, television, and radio
- Knowledge of news media relations principles and practices
- Knowledge of journalism principals
- Knowledge of law enforcement operations and principles
- Knowledge of proper grammar and writing principles
- Knowledge of social media platforms and trends
- Knowledge of web based digital media formats
- Knowledge of basic elements of web design (image resizing, image optimization)

Skilled in:

- Skilled in written and verbal communication skills.
- Skilled in the proper use of the English language
- Skilled in prioritizing and organizing
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations
- Skilled in applying independent judgment and personal discretion during media and public interaction
- Skilled in operating a computer and related software applications
- Skilled in communicating effectively with a variety of individuals
- Skilled in utilizing Microsoft products and social media tools
- Skilled in utilizing Adobe media and web development products
- Skilled in time management so goals and deadlines are met

Ability to:

- Ability to work in an environment requiring frequent verbal and written communication
- Ability to work in a customer service-oriented role

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Journalism, Communications, Marketing, or another related field
- Five years of successful experience in news media, communications, marketing, public information, or related field.

PREFERENCES:

- Established professional relationships within and knowledge of local news media

WORKING CONDITIONS:

- Frequent reaching, sitting, standing, walking, talking, seeing, and hearing.
- Occasional lifting and carrying up to 25 pounds
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather and safety conditions
- Subject to after hour phone contacts or call back in the case of a major incident

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test
- Must pass Polygraph and Psychological screening
- Must pass criminal history check
- Must qualify for and maintain compliance with Criminal Justice Information Systems access requirements
- Must pass motor vehicle records check
- Must possess a valid TX Driver License