

POSITION ANNOUNCEMENT
PUBLIC AFFAIRS OFFICER
ST. CHARLES COUNTY POLICE DEPARTMENT

Starting Salary: \$47,013 - \$57,531 per year

This is a full-time, 40 hour per week position which includes a full range of benefits including Paid Time Off, Extended Medical Leave, Holidays, Employee health, dental, life, disability, retirement and tuition assistance programs.

JOB DESCRIPTION: Communicates with and responds to inquiries from media and the public regarding department activities. Communicates regularly with bureaus and divisions within the department to gather and organize all department's public affairs activities and news to determine current and future media needs. Works to identify newsworthy materials and disseminates information through appropriate media. Implements and maintains a department communications and branding plan that includes all appropriate media for communicating with the public, and assists in developing department specific communication plans as needed. Utilizes sound layout, photography and design principles to effectively communicate the department's brand. Works with bureaus and divisions to identify and develop website content including making final preparations to documents being placed on the department website and drafting, updating and managing content to keep the website current and fresh. Develops and disseminates news releases and articles. Works with bureaus and divisions to develop printed materials including brochures, posters, announcements, newsletters, e-mail blasts, scripts, etc. to inform the public of department programs and events, and coordinates media inquiries, media training, media kits, and communications archival. Monitors external agencies and public activity for potential impact to the department and County. Manages and grows the department's social media efforts, including identifying appropriate outlets, audiences and messages, and developing content, campaigns, and responding to posts. Coordinates special events including logistics, agenda, speaker arrangement, promotion, on-site management and AV set-up, and media coverage. Coordinates and provides media training to departmental staff. Coordinates, in conjunction with the County Public Affairs Coordinator, the preparation and production, of newsletter articles; researches and writes copy, takes photographs, and prepares final products for printing and distribution. Works with both contracted vendors and in-house printers, photographers, web designers and artists. Coordinates with and assists the Office of Public Information with County cable broadcast and web video content to inform the public of department operations and services. Develops and researches program topics and develops the appropriate background information. Assists in planning of programming to fill broadcast and website content needs. Assists with/conducts tours of the department. Assists in directing requests for information to the proper sources; assists officials in responding to requests for information. Assists bureaus and divisions with special print media projects such as developing brochures, pamphlets or multi-media presentations. Coordinates public relations activities. Attends public meetings and events on behalf of the Chief of Police to assist department with media and community issues. Works with community groups to provide requested information or speakers. May work with community focus groups on special initiatives to collect data, community concerns or opinions. Reviews and determines needs, defines goals, and recommends steps needed to carry out planned public information programs and communication plans. Advises, coordinates and assists other public information and marketing positions within county government as needed. Coordinates with and assists the Division of Emergency Management in public information distribution in accordance with the County's Emergency Operations Plan. Performs other duties as assigned. Maintains 24-hour contact ability and works evenings and weekends as necessary.

REQUIREMENTS: Graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Journalism, Marketing, Communications or a related degree. Five years related public information or community relations experience including preparing news releases and articles, developing printed materials, implementing and managing social media campaigns, web content, and brochures and experience in crisis communication. A combination of education and experience that provides equivalent knowledge, skills, and abilities may be considered. Must possess and maintain knowledge of modern principles, techniques, and objectives of public information and community relations programs. Must have skills in researching topics and developing the appropriate background information utilizing various sources such as the internet, databases, the library, etc. Must have well-developed computer skills including familiarity with software for desktop and/or web publishing, including Adobe Creative Suite; presentations, graphics, word processing, spreadsheets, and a variety of social media tools. A valid motor vehicle operator's license required. Knowledge and background of photography preferred. Experience in law enforcement or local government preferred. Will

AN EQUAL OPPORTUNITY EMPLOYER

Public Affairs Coordinator Jan 2015 | Posted 1/27/15 | Paygrade 11



be required to attend National Incident Management Systems (NIMS) and Incident Command System (ICS) classes relevant to disasters and Emergency Management for media.

TO APPLY: All applications must be submitted only through our Self-Service Website at <http://hr.sccmo.org/hr>. We do not accept faxed, e-mailed or print applications. For your convenience, if needed, terminals are available on site at the HR Dept., 201 N. Second St., Room 519, St. Charles, MO 63301 Monday – Friday 8:00 am – 5:00 pm.

Applications will be accepted on a continuing basis until the position is filled or a sufficient number of qualified candidates have applied.

St. Charles County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. St. Charles County is a drug and alcohol free work place. A pre-employment drug screen is required for all positions.

[RETURN TO APPLICATION PROCESS](#)