

## Overview

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<b>Inactive</b>	No
<b>Effective Date</b>	11/11/2021
<b>Date of Last Change</b>	11/11/2021 12:16:43.349 PM
<b>Job Profile Name</b>	Police Public Information Manager
<b>Job Code</b>	ATM60
<b>Include Job Code in Name</b>	No
<b>Job Profile Summary</b>	NATURE OF WORK:

Performs administrative and professional work in public and media relations by providing oversight of all internal and external communications for the Orlando Police Department, ensuring its message is consistent and engaging. Responsibilities include serving as a secondary spokesperson for the Chief of Police and the Orlando Police Department, responding to news media inquiries, coordinating press conferences and appearances by the Chief, composing talking points and press releases for police related activities and incidents, and monitors local and regional news sources for topics of interest and importance to the Orlando Police Department.

Additionally, an employee assigned to this position is responsible for website content development and public records policy management, social media account management, creating the strategy for content creation across multiple digital platforms, advising on web-based communications and online engagement initiatives and ensuring compliance with local, state, and federal electronic communications regulations, records, archive, and subscription management. Serves as a liaison with City communication staff to ensure consistency in messaging that is aligned with the City's mission and priorities. Work is performed under the administrative direction of the Police Staff Director to the Chief of Police and is reviewed through reports submitted, conference and results achieved.

#### Desired Skills and Abilities:

Excellent command of grammar and ability to write, edit and proofread for accuracy. Strong content development skills, with the ability to draft concise copy that conveys intended voice and tone. Excellent time management skills, including the ability to manage multiple projects, deadlines, and responsibilities simultaneously with expectation to be on-call in responding to critical police related incidents. Develop and maintain a positive community and media relations through frequent contact with the community, business and media personnel. Experience with Microsoft applications and graphics design software, content management systems, intranet sites, social media sites and digital media technologies necessary.

#### MINIMUM QUALIFICATIONS:

Bachelor's degree major course work in emergency management, public relations, journalism or communications and minimum 5 years experience managing communications staff, developing strategic public relations and awareness programs, news writing and public safety communication strategy development; or an equivalent combination of education, training, and experience. Master's Degree course work in communications, marketing, or public relations a plus. Law Enforcement Agency experience preferred. Spanish-speaking a plus.

<b>Job Description</b>	
<b>Job Title Default</b>	Police Public Information Manager
<b>Restrict to Country</b>	United States of America
<b>Management Level</b>	6 Program Manager
<b>Job Family</b>	Non_Bargaining
<b>Job Category</b>	

**Job Classifications** 2G - Professional Employees (EEO-4Job Categories-United States of America)  
**Work Shift Required** No  
**Public Job** Yes

## Characteristics

**Difficulty to Fill**  
**Critical Job** No

## Compensation

**Compensation Grade** NB113  
**Compensation Grade Profile**  
**Impacted Eligibility Rules**

## Qualifications

## Responsibilities

### Responsibilities

Required	Responsibility
	<p><b>EXAMPLES OF WORK PERFORMED:</b></p> <p><b>Note: The listed duties are only illustrative and are not intended to describe every function that may be performed by this job class. The omission of specific statements does not preclude management from assigning specific duties not listed if such duties are a logical assignment to the position.</b></p> <p>Proactively publicizes city services, departments and programs locally and regionally.</p> <p>Supervise the development of strategies, plans and initiatives to help communicate to all City of Orlando audiences.</p> <p>Liaise with communication department members to ensure consistency of key messages in all plans and initiatives.</p> <p>Writes and disseminates all types of communication including press releases, newsletters, advisories and marketing collateral as needed.</p> <p>Researches, builds and maintains updated media databases.</p>

Required	Responsibility
	Serves as secondary spokesperson for the Chief of Police and the Orlando Police Department.
	<b>KNOWLEDGE, SKILLS AND ABILITIES:</b>  Knowledge of media relations, and oral and written communications.  Knowledge of City government structure and public records laws.  Knowledge of integrated communications.  Skilled in time management, working under pressure and deadline.  Skilled in the use of various computer software and equipment.  Skilled in interpersonal and communication.  Ability to manage a communications/public relations team and initiatives.  Ability to supervise staff.  Ability to work without direct supervision.  Ability to work nights and weekends.  Ability to multi-task and meet time-sensitive deadlines.  Ability to work under pressure.