

City of Fort Worth, Texas

Job Description

Classification Title	Assistant Police Director of Communications		
Job Code:	AD1411	Job Family:	Assistant Department Directors
Pay Grade	305	Date Reviewed:	12/29/2025
FLSA Status	Exempt	Date Revised:	01/06/2026

GENERAL SUMMARY

Under the direction of the Police Chief's Office, assists in the planning, developing, implementing, and managing the dissemination of news and information (verbal and written) to the public, Fort Worth Police Department (FWPD) employees, and the media regarding departmental and/or Citywide programs. The Assistant Police Director supports crisis responses and manages crisis communications, media relations for critical incidents and helps build community trust. This position also develops and ensures a consistent messaging and branded presentation of content on various FWPD platforms, including but not limited to the website, social media, printed and electronic publications and news releases. This position also works closely with the Chief Communications Officer position in the City Manager's Office to ensure timely, accurate, and consistent messaging on various print and media related content as well as critical incident situations.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations
2. Works directly with the Chief of Police to establish strategic departmental messaging.
3. Oversees the PIO team to ensure cohesive communication and effective and efficient media outreach.
4. Directs the daily operations of a public information section, including overseeing staff responsible for research and compilation of statistical and historical data.
5. Sets and develops FWPD messaging and communications strategies in alignment with department and citywide framework.
6. Manages responses to breaking news, critical incidents, and helps keeps the public abreast of major department announcements.

7. Assists in researching issues and drafting communications for the Chief of Police and develops talking points for public information officers and community engagement.
8. Plans, reviews, edits, writes, produces and manages content for internal/external communications, marketing, promotional materials, website and social media, monitoring effectiveness and impact.
9. Develops and maintains positive working relationships with the local media and civic organizations and serves as a spokesperson and representative for the department to the media and external organizations including community, schools, and government groups when necessary.
10. Develops solutions and leverages community networks during critical incidents to mitigate unrest.
11. Performs other related duties as required.
12. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.
13. Pursuant to the City of Fort Worth's Code of Ordinances and Personnel Rules and Regulations, employees in this position cannot file an appeal of disciplinary actions taken against them.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Formal and proper usage of the English language regarding verbal usage, grammar, spelling, punctuation, and vocabulary
 - Social media strategy and implementation
 - Associated Press and design and typographic principles
 - Media Relations
 - Crisis, internal, and public communication
 - Basic marketing theories, principles and practices and their application to program promotion
 - Federal, state, and local laws pertaining to open meetings, open records, record retention, Freedom of Information Act, Texas Public Information Act, and related regulations, guidelines, and policies
 - The functions of public sector and or local municipal government organizations to include the relationships between departments, divisions, and local and Federal agencies
- **Skilled in:**
 - Applicable software and systems
 - Leading, managing and developing strategic relationships with key points of contact in a complex organization

- Strategic planning, tactical execution and problem solving
- Research/development and data analysis
- Designing and delivering multiple programs, projects, and tasks in a dynamic environment
- Managing integrated communications and marketing campaigns via multiple platforms

- **Ability to:**
 - Provide guidance the Chief of Police and the department management on communication issues
 - Communicate clearly and effectively, both orally and in writing
 - Provide attention to detail
 - Plan and direct projects from inception to completion
 - Work in emotionally and/or politically charged environments
 - Establish and maintain effective working relationships
 - Respond after normal business hours when critical, high-profile incidents occur
 - Coordinate several projects with varying timelines simultaneously
 - Interpret and analyze technical data and information for decision-making and reporting purposes
 - Interpret and explain FWPD and City policies and procedures
 - Comprehend and make inferences from written material
 - Plan, coordinate, create and adapt social media content across various social media platforms
 - Interact with FWPD employees, media, and the public in an engaging and professional manner
 - Produce public service announcements, videos, and photography for promotional use with a basic understanding of photo and video editing principles
 - Maintain an understanding of the political and department processes while avoiding personal involvement in political and departmental issues

MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in Public Administration, Business Administration, Communications, Public Relations, Journalism, Social Sciences, Marketing or a related field and five years of increasingly related responsible experience in these areas. At least two (2) years in a lead or supervisory capacity.

OTHER REQUIREMENTS

None.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.