

City of Fort Worth, Texas Job Description

Classification Title	Police Public Information Officer		
Job Code:	PR1961	Job Family:	Professional
Pay Grade	615	Date Reviewed:	01/18/2023
FLSA Status	Exempt	Date Revised:	

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 City-wide programs. 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 posts, printed and electronic publications and news releases. Responds to and coordinates media relations for critical incidents, navigates crisis communications, develops messaging and initiatives to help build community trust. This position also works closely with the Chief Communications Officer position in the City Managers 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. Sets and develops FWPD messaging direction and communications strategies to meet the goals and objectives of all department communications and outreach efforts with stakeholders, media, community, staff and others.
2. Responds to breaking news and critical incidents to advise on the communication of information to the public and members of the FWPD and also coordinate media relations and internal message consistency by disseminating talking points on policy changes, safety initiatives, new technology, and major department announcements.
3. Assists in researching issues and writing speeches and communications for the Chief of Police and develops talking points for public information officers and community engagement.
4. Plans, reviews, edits, writes, produces and manages content for internal/external communications, marketing, promotional materials, website and social media.
5. Develops and monitors effectiveness of communications of informational campaigns, special events, and promotional activities for the FWPD to build a positive rapport with the community.

6. 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.
7. Represents the department during activations of the Emergency Operations Center as needed and provides technical assistance for public engagement activities; educates officials and staff on use of social media, software, and other tools; ensures proper staffing for events.
8. Conducts regular training of personnel regarding how to communicate with the media, as well as provides impromptu coaching for incident and subject matter experts.
9. Performs other related duties as required.
10. 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.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Formal and proper usage of the English language regarding verbal usage, grammar, spelling, punctuation, and vocabulary.
 - 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.
 - The principles associated with the role of meeting the necessary standards of customer service.
 - 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.
- **Skill in:**
 - Computers and 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, marketing campaigns by updating internet and intranet websites.
- **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 at one time and work within deadlines.
- 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.

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.