



Community Engagement Liaison

Summary

Develop, implement, and coordinate community outreach programs related to community engagement, public education, media relations, and volunteer activities for the Police Department; plan and coordinate community relations activities with organizations, community groups, schools, and other interested parties; oversee and coordinate the Police Department's volunteer program.

Class Characteristics

Direction is provided by a Police Sergeant or designee; responsibilities may include the indirect supervision of support staff.

This is a single class in the Community Engagement classification series. The incumbent independently performs the full range of journey level duties associated with developing, implementing, and coordinating community outreach and educational programs to support and enhance community engagement. This class is responsible for overseeing volunteer projects, representing the Police Department as the primary media representative, and managing the department's presence across various social media platforms.

Essential Duties, Skills, and Demands of the Position

The duties, skills, and 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 a disability to perform the essential duties, skills, and demands.

Duties:

Develop, implement, and coordinate a variety of projects and programs to increase community engagement and education.

Participate in determining community training and education needs and develop and implement training programs and workshops to meet identified needs.

Oversee and conduct educational programs for schools, fairs, and other community locations; organize and implement trainings and community information programs to facilitate collaboration, discuss key community issues, and build bridges between community members and department initiatives.

Conduct and coordinate workshops for community leaders, City staff, local organizations, and community members to exchange ideas and gather and analyze data to enhance trust and transparency between the department and community.

Prepare press releases, pamphlets, brochures, fliers, social media and web content, and other material to communicate public education information, program services, raise awareness, and provide information about activities and events related to various programs and/or projects within the Police Department; make presentations before various groups.

Develop and use interactive and innovative technologies to inform and engage the community; utilize various communication and outreach strategies to reach diverse populations.

Create, monitor, and maintain departmental website content, social media, and traditional media activity pertaining to the department, including but not limited to, Nextdoor, Nixle, Everbridge, Instagram, Twitter, Facebook, Facebook Live, Periscope, and Snapchat.

Serve as the primary contact in dealing with media and community groups; practice positive community relations, build support, and advocacy by developing and managing relationships with community members and the media.

Oversee and coordinate the Police Department's volunteer program; coordinate volunteers performing a range of duties.

Recruit new volunteers; coordinate and conduct the recruiting and selection process; make hiring recommendations; coordinate provision of uniforms and equipment for new volunteers.

Set up and maintain files on volunteers; assign volunteer staff to appropriate areas; coordinate program activities with divisions, departments, and agencies; staff various events.

Coordinate and provide training to new and existing volunteer staff; identify training needs and create training documents; facilitate training.

Identify and recommend assignments for volunteers to enhance community engagement and other services; create and maintain volunteer staffing schedules and track volunteer time.

Maintain records and prepare basic statistical information; prepare related reports.

Recommend and assist in the implementation of goals and objectives for the volunteer program; document processes, procedures, and resources; implement policies and procedures.

Respond to questions and provide information and assistance to the public and media, in person and/or by email, telephone, and social media.

Research and implement best practices and performance measures related to community engagement programs; monitor and evaluate performance of various programs and implement change to stay current with issues and priorities of the community.

Conduct regular community feedback surveys regarding services provided by the Police Department.

Perform related duties as assigned.

Skills/Abilities:

Implement and coordinate an effective community engagement, public education, and media relations program, including a volunteer program for the Police Department.

Plan and organize the work of volunteers assigned to various functions in the Police Department.

Analyze program and project effectiveness, define issues, evaluate alternatives, and make recommendations for change.

Communicate public education information, program services, and the department's mission; raise public awareness and provide information about activities or events in an understandable format.

Interpret, explain, and apply federal, state, local, City, and department policies, procedures, laws, rules, and regulations.

Prepare clear and concise reports.

Speak and present publicly before a variety of diverse groups in an effective and understandable manner; demonstrate an awareness and appreciation of the cultural diversity of the community.

Work cooperatively with the public, media, community groups, and other outside organizations.

Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, media, City staff, or other organizations on matters in area of responsibility.

Maintain confidentiality of information.

Operate modern smart phone technologies, social media, and traditional media platforms utilized by law enforcement for community engagement and to promote positive public image.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of the work.

Physical Demands and Work Environment:

While performing the duties of this job, the employee is regularly required to sit; talk or hear, in person and by telephone; use hands and fingers to handle, feel, or operate standard office equipment; and reach with hands and arms. Intermittently, twist to reach equipment surrounding desk; stand and walk; bend and squat to perform file searches; perform simple grasping and fine manipulation; operate an automobile to attend various meetings and activities. Occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires the ability to work in an office environment where the noise level is usually moderate.

Qualifications

Knowledge of:

Principles and techniques to develop, implement, coordinate, and evaluate programs and activities related to community engagement, public education, and media relations.

Social marketing and media advocacy strategies and principles.

Principles and procedures of recordkeeping.

Principles of data collection, report preparation, and presentation.

Principles of smart phone technologies, social media, and traditional media platforms.

Pertinent federal, state, and local laws, codes, ordinances, regulations, and guidelines.

Safety practices pertaining to the work of volunteers.

Principles and practices of effective customer service and community interface.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Education and Experience

Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities would be:

Education:

A Bachelor's degree from an accredited college or university with major course work in public relations, communications, criminal justice, business administration, public administration, or a related field.

Experience:

Two years of increasingly responsible relatable work experience, including experience involving public relations and/or communications work which included program development/coordination and the dissemination of information to the public.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

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Department: Police

FLSA Status: Non-Exempt