



## CLASS SPECIFICATION

**Class Title:** Media/Community Engagement Manager  
**Department:** Sheriff  
**FLSA:** Exempt

**Class Code:** 7731  
**Grade:** 24  
**Eff. Date:** 2/18/19

### GENERAL PURPOSE

Under general supervision of the Chief Deputy, primary responsibilities include developing and implementing the public relations and communications for the Sheriff's Office. Responsibilities include making on-camera appearances and responding to media inquiries, including print and broadcast agencies.

### EXAMPLE OF DUTIES

As directed by the Sheriff's Administration, may serve as the Public Information Officer. Informs the Sheriff and Chief Deputies regarding the coordination of information dissemination across all media formats.

While operating at emergency incidents, strictly adheres to the department's incident management policies and procedures, and functions within the Incident Command Structure at the direction of the Incident Commander.

Researches, writes and edits news releases, articles, and speeches for release by the Sheriff and others, as requested. Ensures consistency and uniformity in position statements and in dealing with members of the media.

Advises the Sheriff and Chief Deputies on public relations protocols and implications of issues vital to the well-being and best interests of the Sheriff's Office.

Responds to media requests for information, interviews and position statements. May coordinate and direct press conferences arranged for and by the Sheriff and/or Chief Deputies.

Promotes the Sheriff's Office and the County through positive media exposure locally, nationally and internationally.

Reviews department materials intended for public release, including documents, budget books, policy papers, digital media, etc., to ensure consistency with established public relations objectives, policies and strategy.

Responsible for managing the Sheriff's Office social media content to include posting updates/media releases on behalf of the Sheriff. Maintains, updates and manages the Sheriff's Office website.

Recruits and coordinates volunteers to serve on citizen advisory boards and other committees within the Sheriff's Office.

Coordinates requests for the Sheriff's Office to participate in community events. Actively participates in community relations and attends community events. Fosters relationships within the community to provide direction and collaboration in support of community outreach efforts, public education programs, youth programs, and similar activities. Works with other public safety agencies in the county to coordinate a broad range of community involvement programs.

Researches and manages grants to fund community outreach efforts.

Researches, develops, and works in collaboration with divisions of the Sheriff's Office to produce safety messages for public dissemination via print, broadcast, social media, etc.

Coordinates association meetings, promotional and awards ceremonies, and other official events at the Sheriff's Office.

Operates a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Performs other duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **1. Education and Experience**

Graduation from an accredited college or university with a Bachelor's degree in broadcast media, English, journalism, communications, public relations, political Science or related field, plus four (4) years of experience in broadcasting, journalism, public relations or a closely related field, OR an equivalent combination of related education and experience.

### **2. Special Qualifications:**

Must pass the Davis County Sheriff's Office (DCSO) background investigation.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents). Employees driving a personal vehicle while on county business must maintain the minimum vehicle liability insurance as specified in the Utah Code.

### **3. Necessary Knowledge, Skills and Abilities:**

**Knowledge of:** public and media relations concepts and methods; journalism concepts; technical writing and editing; graphic design and formats; local and national information and media resources; desktop publishing and printing methods; social media outlets;

interpersonal communication techniques.

Requires excellent verbal and written communication skills, and skill in using all applicable computer hardware and software programs and applications.

**Ability to:** effectively appear and deliver public statements on behalf of the Sheriff or designee on broadcast television; interact and deal effectively with elected officials, administrative officers, government/business/community leaders and broadcast/print media representatives; effectively gather quality digital media in various environments, including still images and video; edit and organize digital media for internal and external use; establish and maintain effective working relationships with supervisors, other employees and departments, and the general public.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***