



City of Tempe

POLICE MEDIA RELATIONS MANAGER

JOB CLASSIFICATION INFORMATION			
<i>Job Code:</i>	637	<i>Department:</i>	Police
<i>Supervision Level:</i>	Manager	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Sr. Management Assistant
<i>Safety Sensitive / Drug Screen:</i>	Yes	<i>Physical:</i>	Yes
Click here for more job classification information including current salary range.			

REPORTING RELATIONSHIPS
Receives general direction from the Police Chief or designee.
Exercises direct supervision over supervisory, professional, technical and clerical and administrative staff within scope of responsibility.

MINIMUM QUALIFICATIONS	
<i>Experience:</i>	Five (5) years of government public/media relations or mainstream media experience, with on-camera experience preferred. Two (2) years of supervisory and program development responsibilities.
<i>Education:</i>	Bachelor’s degree from an accredited college or university with major course work in communications, public relations, criminal justice or a related field.
<i>License / Certification:</i>	<ul style="list-style-type: none"> • Possession of a valid driver’s license. • Possession of or required to obtain within six (6) months of hire, a Terminal Operator Certification through the Arizona Criminal Justice Information Systems (ACJIS) Division.
<i>Additional:</i>	Must pass police polygraph and background examination.

ESSENTIAL JOB FUNCTIONS
Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.
To actively support and uphold the City’s stated mission and values. The Police Media Relations Manager is responsible for developing and implementing communication strategies that enhance and maintain positive relationships between law enforcement agencies and the community they serve. This role involves managing communication initiatives, coordinating the dissemination of communication during crisis situations, handling public interest and ongoing media inquiries, and overseeing community outreach and engagement initiatives. This position plays a crucial role in building trust between law enforcement and the community, while also serving as an advisor to the Chief of Police

OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Assist in the development and implementation of goals, objectives, policies, procedures, and standards for the Police Department and for the assigned bureau.
- Develop and implement effective communication strategies to promote transparency and understanding between law enforcement agencies and the community.
- Manage and oversee the dissemination of information during crisis situations, ensuring accurate and timely communication to the public and media.
- Coordinate public interest and ongoing media inquiries, responding promptly and professionally.
- Develop and maintain positive relationships with media outlets, acting as the primary point of contact for media relations.
- Plan and execute community outreach programs and initiatives to promote positive interactions between law enforcement agencies and the community.
- Organize and participate in community events, meetings, and forums to facilitate dialogue and strengthen relationships.
- Collaborate with community organizations and stakeholders to develop and implement joint initiatives focused on crime prevention and community safety.
- Establish and manage community advisory boards, fostering open communication and providing a platform for community involvement in law enforcement decision-making processes.
- Assist in developing strategies and initiatives aimed at building trust, reducing bias, and improving relationships between law enforcement and the community.
- Develop and implement public relations campaigns to enhance the public image of law enforcement agencies.
- Act as a liaison between the police department and community organizations, promoting collaboration and mutual understanding.
- Respond to community concerns and complaints, ensuring they are addressed in a timely and appropriate manner.
- Oversee the creation and dissemination of public information materials, such as press releases, brochures, and social media content.
- Develop and deliver educational programs and presentations on law enforcement procedures, crime prevention, and community safety.
- Collaborate with internal departments to ensure accurate and up-to-date information is shared with the community.
- Serve as an advisor to the Chief of Police, providing insights and recommendations on community relations matters.
- Stay informed about emerging trends, best practices, and legislation related to community policing and community relations.
- Provide guidance and support to law enforcement personnel on effective community engagement strategies.

COMPETENCIES		
CLASSIFICATION LEVEL	INCLUDES	COMPETENCIES
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<p><i>For more information about the City of Tempe's competencies for all classifications:</i> City of Tempe, AZ : Competencies</p>		

JOB DESCRIPTION HISTORY
<p><i>Effective August 2023</i> <i>August 2024 – Title Change Update</i></p>