

EAGLE COUNTY SHERIFF'S OFFICE JOB DESCRIPTION

CLASS TITLE: PUBLIC INFORMATION OFFICER
REPORTS TO: ADMINISTRATIVE MANAGER
DEPARTMENT: SHERIFF
FLSA STATUS: NON-EXEMPT
GRADE: 15

JOB SUMMARY:

Develop and implement comprehensive communication programs that effectively promote the Eagle County Sheriff's Office (ECSO). This person is responsible for the dissemination of all information that concerns the organization. Ensure that the day-to-day information flow and release of the Sheriff's Office activity is accurate. This person will act on behalf of the Sheriff to release information designed to notify and educate the public through an incident, safely, immediately and with the welfare of residents and guests of Eagle County first.

Considerable knowledge of the office and objectives, as well as the principles and techniques of public information and communications, is essential in identifying and responding to current public policy issues and management directives, as well as implementing various employee/public relations programs.

Developing, directing, and implementing a variety of communications and technical programs. Organizing work, setting priorities, meeting critical deadlines, and following up assignments with a minimum of direction.

This person is responsible for working a variety of hours which includes being on-call and available 24 hours a day, 7 days a week, 2 weeks out of every month for emergency call-outs and media issues.

Ensure the integrity of the Sheriff's Office by thoroughly maintaining property, evidence and all property/evidence records at the Sheriff's Office, from the time of intake until final disposition.

ESSENTIAL FUNCTIONS:

PUBLIC INFORMATION OFFICER: Acts as the spokesperson for the organization as designated by the Sheriff. Provides information, resources, and direction to the media, ensuring adequate and positive coverage of current crimes, departments programs, activities, and issues in a timely manner. Develops and maintains relationships with regional media. Daily fulfills media requests for information, develops contacts, schedules print and other interviews, etc. Plans, organizes, and conducts news conferences for emergent situations.

The work is diverse and information management ranges from designing, writing, and producing collateral material (I.E., brochures, flyers, newsletters, etc.) to managing specific communication programs and functions (i.e., emergency management communication efforts, content of the departments website.)

Maintains current knowledge of law enforcement responsibilities to case management and public information, the current legal responsibilities and case law related to statutes. Management and lawful release of reports to the public. Maintain daily support of those records to the media.

Monitors internet and media coverage related to the department and other areas of interest. Print, radio Internet, and television.

Writes and edits releases of appropriate promotional materials for the organization to release. To include but not limited to: Annual Eagle County Sheriff's Report to the community. Weekly newspapers responses, Radio public service announcements, weekly one hour spot scheduling for open discussion, and a monthly internal newsletter. Develop information for Eco-Net, TV 18, and other live TV networks. Develop TV content and video preparation for public release. Expected to attend most public functions to provide up to date information and promote a positive culture between the community and the ECSO.

ASSIGNED JOB FUNCTIONS

The following tasks and assignment are the responsibility of the PIO and are in no particular order as to responsibility or time allocated. They are all equal in responsibility and share their time management as it relates to emerging and emergent community needs.

A. Reported Incidents:

Develop and implement a system of communicating community crime statistics made available to the officers and the public, on request.

B. Incident Management Team (IMT):

Represents the ECSO as an IOF3 (Information Officers) on the Northwest Colorado Type 3 Incident Management Team (NWIMT). The team functions under the National Incident Management System (NIMS) to support the incident management needs of local communities and agencies when requested during major emergency events. As a member of the IMT this person may be deployed (up to two weeks per incident) to support a variety of emergencies, including natural disasters such as earthquakes, floods, wildfires, volcanoes, etc. The team can also be deployed to support incidents involving terrorism, natural disasters, train derailments, plane crashes, etc. Utilizes Trap Lines and surveys community input for hot topics.

C. Internet Responsibilities:

Develop with IT the Sheriff's web site format and maintain the information to current information. Reviews current information that needs to be posted immediately, and applies appropriate changes. Duties to include but not limited to: Web site review and maintenance for the Office of the Sheriff; content management; Press Releases updates; Daily Inmate Population/Names; Internet responses; Segments in both English and Spanish. Crime Stoppers information related to news, crimes and the ten most wanted.

D. Intranet Responsibilities:

Management of information about the sheriff's office to include but not limited to; Team information; Photo logs of what we do; creation of video logs for file video pieces.

E. Community Meetings:

Establishes with the SORT Team the Communication Notification Meetings where a violent Sex Offender is reintroduced in to the community. Assist the SORT team (Sex Offender Registration Team) with media and community advisements.

Creates surveys and opportunities for the community to communicate their feed back to our organization. This person serves as liaison for the Sheriff's Office to various community groups and boards. Trap Lines and surveys community input for hot topics.

F. Crime Prevention:

Provides community relations and assists with educational activities within the Crime Prevention Unit. Utilizes skills knowledge and ability to educate the community on current crime related problems and the opportunities for them to take action in their neighborhoods.

G. Grant Application and Requests:

Utilizes information and current trends in enforcement to assist in the preparation and submittal of grants, examples include but are not limited to the Victim Assistance and Law Enforcement (VALE) Grant and the State Criminal Alien Assistance Program (SCAAP) Grant.

Utilizes a wide variety of groups and teams across the state to review and foster positive results in attaining funding, equipment procurement and support for the entire organization.

H. Evidence Custodian:

Preserve the condition of property or evidence as at time of submission, after being collected from crime scenes, turned in as found property, or submitted for safekeeping
Prepare and maintain records of daily evidence activities in accordance with departmental policies and procedures.

Ensure the chain of custody for property and evidence is properly documented in paper and computer records and periodically verify the inventory of property and evidence against written records.

Understand federal, state and departmental guidelines to make decisions regarding items on a case-by-case basis and to effectively respond to inquiries or requests regarding evidence.

Prepare evidence, or copies of evidence, as needed by attorneys, officers or others who are allowed access, while ensuring the integrity and documentation of the evidence as ownership is transferred.

Regularly purge property and evidence that is ready for destruction or return to owners, to effectively utilize storage space, adhere to laws and guidelines, and minimize the number of items for which the Sheriff's Office is responsible. Communicate with evidence/property owners regarding evidence release by written notification or other documented contact

Perform other duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of law enforcement theory and practice, as well as knowledge of the criminal justice system. Understanding of the use of Criminal Statutes, Civil law and liability of each.

Knowledge of general theories and principles of public relations, marketing, and organizational communications; local and regional public affairs; project management techniques; supervisory and leadership techniques and practices; style guidelines for writing press releases; and English language usage and terminology used by various news media. Excellent writing, editing, speaking, and analytical skills.

Knowledge of web management and the use of county systems that support them. Reads and understands technical information including but not limited to: Intergraph, ILEADS, Law enforcement sites NCIC/CCIC and New Com and the use of Computer Automated Dispatching systems.

Has the ability to see, read, and comprehend written information on paper and on computer terminals. Skill in communicating complex information in understandable terms to a variety of levels of education and abilities to understand.

Ability to write creatively to entice the audience and ensure continuous interest; present information clearly and in an interesting manner to various audiences; assist in coordination of public events; handle multiple projects, often with quick deadlines; anticipate the informational needs of the ECSO. Create, design, and implement public awareness campaigns on various crime prevention topics.

Ability to explain complex issues to multiple audiences, including policymakers, community based organizations, media and the public. Ability to work democratically and effectively with diverse groups. Ability to arrive at creative solutions to unusual situations.

Self motivated, organized, and adaptable. A demonstrated ability to meet deadlines, manage competing priorities and work independently. Ability to travel at a moments notice. May be on-call twenty four (24) hours a day, seven (7) days a week.

Interpersonal skills necessary to be understood by and courteous of citizens and members of various community groups while representing the Sheriff's Office.

Knowledge of National incident management teams and the ability to work within an incident management team (IMT) under crisis situations.

Follows oral and written instructions. Knowledge of general office procedures, practices, and the use of general office equipment

EXAMPLES OF REQUIRED PHYSICAL AND MENTAL ABILITIES

Has the ability to sit, stand, and walk and to use reaching, grasping motions of the fingers and hands.

Has the ability to see, read, and comprehend written information on paper and on computer terminals.

Develops and produces publications for the general public.

Write reports, correspondence, and procedure manuals.

Apply concepts such as fractions, percentages, ratios and proportions to practical situations.

Interpret a variety of instructions in written, oral, diagram or schedule form.

Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

Shoot photographs and video for department files.

Regularly required to sit, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, talk or hear, and lift and/or move up to 20 pounds.

MINIMUM QUALIFICATIONS REQUIRED:

EDUCATION AND EXPERIENCE:

Graduation from an accredited college or university with a Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, or a closely related field.

Two years of progressive law enforcement related experience, or, any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

LICENSES AND CERTIFICATIONS:

Valid State Driver's License.

Liability, New-Com, NCIC/CCIC & NIBRS Certification.

ICS 100, 200, 300 and NIMS 700, 800 certified.

Information Officer 2 (IOF2) certification within three years of hire date this certificate can be obtained by completed a task book from the State of Colorado or the National Wildfire Coordinating Group.

WORK ENVIRONMENT

Evidence Custodian will work in a confined, security-monitored storage space, typically with little to no physical discomforts, but sometimes with exposure to hazardous materials, including airborne materials.

This class specification should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related

responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

10/08 KLA/Sheriff