



CLASSIFICATION NO.143
Established: 7/22
FLSA: Exempt
EEO: 2

SHERIFF'S OFFICE PUBLIC RELATIONS SPECIALIST

CLASS CHARACTERISTICS

Under direction, to develop, prepare and produce media and public information and communications to increase community awareness, understanding, and involvement in Sheriff's Office programs, activities, resources, and critical issues; to assist in Sheriff's Office media strategies; and to do other work as required.

DISTINGUISHING CHARACTERISTICS

The Clackamas County Sheriff's Office (CCSO) patrols County roads and rivers, investigates crimes, conducts search and rescue operations, and operates the County jail. The Sheriff's jurisdiction includes the unincorporated areas of the County and within cities which contract for law enforcement services. The Department is organized into divisions: Civil, Patrol, Investigations, Administration, Jail, and Community Corrections.

The Sheriff's Office Public Relations Specialist performs journey level publications and communications support to the County Sheriff and command staff. The Sheriff's Office Public Relations Specialist is responsible for communication content related to public safety and law enforcement that has public sensitivity and community impact and visibility. Incumbents participate as team members in originating communication ideas based on the needs of the public, Sheriff and command staff, and law enforcement employees. Incumbents arrange, write, edit and produce Sheriff's Office publications and media in line with County Sheriff's strategic goals and messaging.

The Sheriff's Office Public Relations Specialist differs from the Community Relations Specialist series which is used within the Department of Public and Government Affairs (PGA) to provide the public information about county-wide matters, to assist County departments in implementing effective communications strategies and programs, and to coordinate citizen involvement services with PGA. It also differs from the Public Information Officer which develops, prepares, produces, and provides media and public information for countywide issues, and serves as the initial resource for the public and media to contact the County and its departments.

TYPICAL TASKS

Duties may include but are not limited to the following:

1. Participates as part of a team to design effective, appropriate and strategic communication plans; originates ideas for communications; compiles and analyzes information and suggestions; forwards and/or makes recommendations for improvements.

2. Develops, designs, produces and updates Sheriff's Office publications based on changing technologies, demographics and community needs; identifies new communication approaches; remains current on media trends and breaking news stories; provides support in identifying communication approach strategies for the Sheriff's Office.
3. Coordinates public relations/marketing projects and activities; coordinates timely distribution and communication of events with the media; develops and drafts internal and external email correspondence and promotional information; prepares layout for Sheriff's Office newsletters.
4. Gathers, edits, writes, and coordinates original news articles, submissions, web content, or printed department newsletters, publications, procedures and training manuals, etc.; ensures content and updates are accurate and timely for both internal and external Sheriff's Office web pages; coordinates distribution of materials, information, etc. to employees and community partners.
5. Participates in video production for general Sheriff's Office matters, specific events, and emergency and crisis situations; plans productions, conducts interviews, writes scripts, films, and edits videos, including "B-Roll footage"; utilizes surveillance, and other law enforcement videos to convey the activities of the Sheriff's Office; produces graphic and media design for video effects; provides narration.
6. Takes photographs, develops/creates graphic images, and prepares images for publication; maintains image library; develops and maintains contact with departmental and program representatives to keep informed of newsworthy events.
7. Responds to community inquiries on a variety of topics via phone, e-mail, and in-person; conducts research as needed and maintains filing system of ongoing research projects.
8. Develops, monitors and evaluates social media account channels sanctioned by the Sheriff; maintains a consistent voice-of-brand across multiple social media channels; creates and posts social media content; monitors posted content and engages followers; monitors others' social media channels via content management system; integrates marketing campaigns and strategies into social media posts; creates social media partnerships; provides training in social media for partners and staff; analyzes public reactions to social media postings.
9. Facilitates routine press releases in conformance with standards; edits and copy-edits written content produced by other members of the Public Information Unit; assists in strategy and drafting of crisis or emergency messaging and press releases; works with Public and Government Affairs on matters that have significant impact countywide.

REQUIRED KNOWLEDGE AND SKILLS

Thorough knowledge of: English composition and language; multimedia and print media production, layout, and presentation; desktop publishing software and its applications.

Working knowledge of: Principles and techniques of public relations; functions of Sheriff's Office and divisions; audience market analysis sufficient to identify user needs and interests; media practices and procedures; principles and practices of photography; principles and procedures of office management and administration; budgeting techniques and procedures;

research techniques and procedures; standard office equipment, including computer systems and software programs such as word processing and spreadsheets; principles and practices of social media.

Skill to: Communicate effectively, both orally and in writing; respond to public community inquiries and interface with other government agencies; establish and maintain effective working relationships with the public, other County personnel, elected officials and other public and private agencies; participate in development of comprehensive public information programs; analyze and evaluate law enforcement public relations issues; design, write and edit promotional and informational materials; organize and maintain office/administrative systems and procedures; conduct independent research; define issues and recommend and implement solutions; collect, evaluate and summarize data; translate technical material and cases into common terms; operate computer software and other office equipment.

WORKING CONDITIONS

Duties are performed indoors, involving sedentary activities, and occasionally outdoors when responding to public relations matters in the field. Occasional exposure to disturbing subject matters or images may occur when responding to or reporting on critical or emergency situations.

MINIMUM QUALIFICATIONS

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

Experience: A minimum of four (4) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

PRE-EMPLOYMENT REQUIREMENTS

Must successfully pass an extensive background investigation which may include national fingerprint records check.

Requires passing a pre-employment drug test.

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license and possess and maintain an acceptable driving record throughout the course of employment.

POST-EMPLOYMENT REQUIREMENTS

Must be willing to work emergency/on-call/after-hours response.