

**DOUGLAS COUNTY
SHERIFF'S OFFICE**

JOB TITLE: PUBLIC INFORMATION DIRECTOR – SO

FLSA Status: Exempt
Pay Grade: M525
Approved by: Sheriff Darren Weekly

Job Type: 5709M
Department: Office of the Sheriff
Date: 01-10-23

GENERAL DUTIES:

The Public Information Director is responsible for professional, supervisory, and administrative oversight of the Sheriff's Office Public Information Unit. Oversees and approves materials and content for public release. Provides critical input to ensure the quality of information and products produced by the Sheriff's Office. Works closely with executive staff and external partners to determine appropriate communications strategies for public information and education. Approves and implements best practice communication strategies and delivery methods for communication during emergency and non-critical situations.

Advises and educates local and state government leaders, elected officials, external partners, Sheriff's Office staff, specific target audiences, and the public about law enforcement incidents, operations, and emergencies. Law enforcement liaison to media agencies and the public. The critical source in creating and disseminating law enforcement information and updates to the public. Creates and approves agency media policies (public information, social media, public records, etc.). The critical source in creating and disseminating social media messages (various forms) to external audiences for emergency and non-critical incidents. Coordinates and publicizes special events and campaigns involving the Sheriff's Office. Source of mentoring, guidance, and training to executive staff and employees who become involved in news stories.

SUPERVISION EXERCISED:

Manages and supervises deputies and civilian staff assigned to the Public Information Unit at the Sheriff's Office.

SUPERVISION RECEIVED:

Reports to the Sheriff.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

- Approve, oversee, and manage the production of external communications and public information messages on behalf of all areas of the Sheriff's Office. Manages the Douglas County Sheriff's Office brand and its use. Manages the Sheriff's Office website and social media.
- Directs the Sheriff's Office public information response concerning controversial and sensitive issues.

- Attend executive meetings and briefings to strategize and provide input for appropriate public messages.
- Builds and maintains professional relationships with members of federal, state, and local government entities and agencies. Participates, at the Sheriff's direction, with associations and committees and is willing and able to seek leadership roles to assist in sharing a positive message of public safety and service of the Sheriff's Office. Will collaborate with elected leaders and stakeholders to build areas of common interest that align with the Sheriff's vision and the Office's high standards.
- Create and approve written materials, speeches, publications, social media communications, and web posts for the public. Research, develop documents and articulate timely and accurate information to the public and staff. When the Sheriff is unavailable or at the Sheriff's direction, serves as the official Sheriff's Office spokesperson.
- Develop community connection programs that include new opportunities to provide accurate, updated crime prevention information in numerous ways and various settings. With the assistance of Sheriff's Office staff, conducts both formal and informal presentations with residents, neighborhood watch groups, business owners, homeowner's associations, and other public gatherings.
- Help create and publicize information about the Office's priorities, policies, and actions. Develop, approve, and implement media relations and public relations strategies. Create, edit, and approve articles and materials generated by others. Initiate and maintain relationships with local, state, and federal information officers and communications specialists to share information, provide support, and train as needed.
- Ability to manage, supervise, and mentor assigned staff. Supervises the work of staff writers for news releases, speeches, and other projects. Completes reviews and other documentation on assigned staff.
- Creates, implements, and manages the allotted Office budget.
- Is available for events and incidents that may occur at any time.
- Performs other related duties as assigned.

These duties and responsibilities are intended to be illustrative and are not meant to be all-inclusive.

EDUCATION/EXPERIENCE:

- Bachelor's degree in Journalism, Public Relations, or related field required.
- Three (3) to five (5) years of related public relations and/or journalism experience required.
- Prior management and administration experience.

CERTIFICATION(s):

- Possesses a valid Colorado Driver's License.
- Able to pass qualifying exams and background investigation, including federal, state, and local background clearances.

PREFERRED QUALIFICATIONS:

- A Master's degree in Journalism, Public Relations, or a related field **
- Experience in public relations for law enforcement, government, or media outlets **

***Additional related job experience may count towards preferred qualifications.*

REQUIRED SKILLS/ABILITIES:

- Excellent verbal and written communication skills with a thorough understanding of effective public relations techniques. Excellent public speaking skills.
- Excellent organizational skills and attention to detail.
- Ability to prioritize tasks and delegate tasks when appropriate.
- Ability to work well under pressure and tight deadlines.
- Demonstrated leadership skills.
- A high degree of written and oral communication skills with the ability to present ideas in various formats.
- Ability to appropriately handle confidential information.
- Ability to establish and maintain effective working relationships with County government, subordinates, and the public.
- Must have proficient to intermediate competency levels with MS Office 365 operating systems, smartphones, laptops, tablets, and other apps, computer programs, and hardware.
- Public and open records release training within one (1) year of the hire date.
- Ability to be available to respond to time-sensitive matters during and outside of typical business hours.

PHYSICAL DEMANDS:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds.
- Must be able to drive a vehicle to travel to various locations.