



Community Engagement Manager

Class Specification

Revised 9/23

Class ID: 635

Unit: NPMA

Probation: 12 Months

FLSA: Exempt

DEFINITION

Under general direction, manages and supports the development and implementation of the Police Department's community engagement activities including public education and outreach programs as well as all public relations and communications activities for the Department; serves as the primary contact for the public and media; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives immediate supervision from a Police Captain or other assigned Police Department manager. May exercise supervision or lead direction over assigned non-sworn support staff and volunteers.

DISTINGUISHING CHARACTERISTICS

This is a non-sworn management classification that provides direction for all aspects of Police Department external communication as well as the coordination of community engagement events. The incumbent works closely with the community, providing a variety of public education and outreach programs as well as all public relations activities for the Department. The Community Engagement Manager also serves as the lead media contact, spokesperson, and primary social media manager for the Department. The incumbent exercises a high degree of professionalism and independent judgment in the performance of these duties.

EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Consistent with the City's social media and public information protocols, plan, design, produce, and implement communications and information programs, which include news releases, social media platforms, videos, public service announcements (Internet, television, and radio), public information campaigns, crime prevention campaigns, internal and external newsletter development, and other marketing programs and activities.

Develop and maintain ongoing social media strategy for the department; utilize social listening and monitoring tools to gauge metrics, public sentiment, and insights.

Serve as the Police Department's public information officer; conduct on-camera, radio, and in-person interviews with members of the news media and public; coordinate and conduct press conferences when appropriate.

Identify challenges and emerging issues facing the Department, work with staff to recognize internal and external communication opportunities and solutions and define and execute appropriate strategies to support them.

Monitor social media channels, mainstream media publications, and other online content as appropriate for information relevant to the Newark Police Department, and any issues of public concern that deal with public safety.

Proactively provide accurate, timely public safety information to the public and news media on critical incidents via social media.

Stay abreast of new trends and innovations in the field of communications, multimedia technologies, web page design, social media, and emergency communications.

Engage and regularly communicate with the community through social media; manage community relations by developing innovative programs and services to maintain and enhance community relations.

Develop and manage neighborhood, residential, and business community outreach meetings and crime prevention programs.

Research, analyze, synthesize, and prepare a variety of reports that support the Police Chief and members of the Command Staff.

Develop, maintain, and manage all Police Department web content; ensure web content is current.

May serve as representative to a variety of community and business meetings and participate in various community group boards and programs on behalf of the Police Department.

Advise and provide staff assistance to personnel from the Police Department on effective social media techniques and/or public information methods and procedures. Work closely with other City departments to ensure consistency in messaging when appropriate.

Prepare speeches, memorandums, presentations, and other documents as directed for the Police Chief and members of the Command Staff.

Establish community partnerships with the City's culturally diverse communities; develop and coordinate the delivery of specific outreach events and activities, targeting population groups within the City, including developing materials in languages other than English.

Develop, foster, and maintain professional relationships with representatives from all local media outlets.

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and emerging trends of effective public communications and public relations.
- Principles and practices of strategic communications planning; communications research and analysis methods and techniques.
- Principles and techniques of contemporary communications channels, including social media, video production (visual storytelling), advertising, publications, public access broadcast operations, etc.
- Criminal law and the justice system.
- Principles and techniques for the development of press releases, talking points newsletters, presentations, business correspondence, and information distribution.
- Methods, techniques, and procedures in the delivery of community outreach; principles and procedures for implementing and directing community outreach and civic engagement activities.
- Principles and practices of program budget monitoring.
- Principles and practices of assigning and reviewing the work of others.
- Modern office procedures, methods, and computer applications and equipment.

- Business English, including vocabulary and correct grammatical usage.
- Conflict resolution skills.

Skill or Ability to:

- Develop and coordinate a community outreach program suited to the needs of the culturally diverse community; communicate with multicultural groups; and understand and respect cultural differences.
- Plan, organize, coordinate, and implement a community outreach program(s).
- Analyze, interpret, and explain City administrative policies and procedures.
- Communicate effectively, both orally and in writing; make effective public presentations to the City Council, boards and commissions, community groups and others.
- Supervise, train, and evaluate volunteers and hourly subordinates.
- Manage, plan, coordinate, and implement an effective public communication program.
- Speak effectively before a wide range of public and private organizations and officials and media representatives.
- Build constructive relationships by promoting and developing effective partnerships with other departments, employees, citizens, outside agencies, the media, businesses, and other groups.
- Learn, interpret, and apply City, department and division rules, regulations, policies, and practices.
- Work independently with minimal supervision.
- Make decisions in changing environments and anticipate future needs; effectively work under the pressure of deadlines.
- Exercise excellent judgement and creative problem-solving.
- Collect, evaluate, interpret, and effectively communicate technical data and strategic information to the media and the public.
- Prepare and administer programs and budgets.
- Keep informed of developments in assigned field.
- Effectively and efficiently use computers, software applications, and office equipment.
- Respectfully and effectively collaborate with a variety of people of varying backgrounds and roles. Demonstrate tact, professionalism, and diplomacy.

Education and Experience:

Any combination of education and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Possession of a Bachelor’s degree from an accredited college or university in Marketing, Public Relations, Communication, English or a related field, and two (2) years of progressively responsible work experience in journalism, directly working with the media, or related experience. Bilingual skills are desirable.

License and Certificate:

Possession of a valid driver license and a satisfactory driving record throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file

information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. The principal duties of this class are performed in a police station environment with exposure to criminal offenders, mentally ill individuals, and persons potentially infected with communicable diseases. Willingness and ability to work any shift; work holidays, weekends, scheduled and emergency overtime; be available on call, as required.