

# **City of Jonesboro**

## **Public Information Specialist**

### **Job Description**

**Exempt:** No  
**Department:** Police  
**Reports To:** Chief of Police  
**Location:** Police Department  
**Date Prepared:** November 05, 2009  
**Date Revised:** September 12, 2014

#### **GENERAL DESCRIPTION OF POSITION**

Principal duties of this position are to coordinate all media matters for the Police Department.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Read all police reports daily and prepare reports for media and public. This duty is performed daily.
2. Respond to all media calls in a timely manner and possess ability to work with national media. This duty is performed as needed.
3. Conduct media interviews with minimal supervision. This duty is performed as needed.
4. Write press releases and conduct news conferences at the direction of the Chief. This duty is performed as needed.
5. Inform Chief and Major on all major news stories. This duty is performed as needed.
6. Public appearances and represent the Police Department in a professional manner. This duty is performed as needed.
7. Meet daily deadlines for media news cycles. This duty is performed daily.
8. Look for positive stories within the Police Department and contact media for coverage. This duty is performed daily.
9. Perform any other related duties as required or assigned.

#### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

#### **EDUCATION AND EXPERIENCE**

Knowledge of a specialized field (however acquired), such as basic accounting, computer, etc. Equivalent of four years in high school, plus night, trade extension, or correspondence school specialized training, equal to two years of college, plus 3 years related experience and/or training. Or equivalent combination of education and experience.

**COMMUNICATION SKILLS**

Ability to write speeches and articles for publication that conform to prescribed style and format; Ability to effectively present information to top management, public groups, and/or boards of directors.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply and divide numbers. Ability to perform these mathematical skills using money and other forms of measurement.

**CRITICAL THINKING SKILLS**

Ability to utilize common sense understanding in order to carry out written, oral or diagrammed instructions. Ability to deal with problems involving several known variables in situations of a routine nature.

**REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

**PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

**SOFTWARE SKILLS REQUIRED**

Intermediate: Presentation/PowerPoint, Word Processing/Typing  
Basic: 10-Key, Contact Management, Human Resources Systems

**INITIATIVE AND INGENUITY****SUPERVISION RECEIVED**

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

**PLANNING**

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work; may also occasionally assist in the planning of work assignments performed by others within a limited area of operation.

**DECISION MAKING**

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance; the latter of which would affect the work operations of other employees and/or clientele to a moderate degree.

**MENTAL DEMAND**

Close mental demand. Operations requiring close and continuous attention for control of operations. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

**ANALYTICAL ABILITY / PROBLEM SOLVING**

Directed. Supervisory and/or professional skills using structured practices or policies and directed as to execution and review. Interpolation of learned things in moderately varied situations where reasoning and decision-making are essential.

## **RESPONSIBILITY FOR WORK OF OTHERS**

The level of direct supervisory responsibility for the assignment of job duties, training, leadership, guidance, needs of employees, hiring, terminating and/or direction of the effort of others. Scoring will depend upon the number and classification of people normally supervised or directed, and the scope of complexity of the operations involved in the supervisory responsibility. (Job classification which involves no supervision will not be assigned a point value for this factor.)

No supervision.

Supervises the following departments: Not indicated.

## **RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT**

No responsibility for this factor.

## **ACCURACY**

Probable errors would not likely be detected until they reached another department, office or patron, and would then require considerable time and effort to correct the situation. Frequently, possibility of error that would affect the organization's prestige and relationship with the public to a limited extent, but where succeeding operations or supervision would normally preclude the possibility of a serious situation arising as a result of the error or decision.

## **ACCOUNTABILITY**

### **FREEDOM TO ACT**

Defined. Semi-repetitive prescribed processes and procedures with nearby supervision.

### **ANNUAL MONETARY IMPACT**

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, savings from new techniques or reduction in manpower.

None. Job does not create any dollar monetary impact for the organization.

### **IMPACT ON END RESULTS**

Modest impact. Job has some impact on the organizations end results, but still from an indirect level. Provides assistance and support services that facilitates decision making by others.

## **PUBLIC CONTACT**

Regular contacts with patrons where the contacts are initiated by the employee. Involves both furnishing and obtaining information and, also, attempting to influence the decisions of those persons contacted. Contacts of considerable importance and of such nature, that failure to exercise proper judgment may result in important tangible or intangible losses to the organization.

## **EMPLOYEE CONTACT**

Contacts with other departments or offices and also frequently with individuals in middle level

positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs, plus frequent contact with senior level internal officials.

#### **USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS**

Regular use of complex machines and equipment (desktop/laptop computer and software, road and production machines and equipment, driver's license/cdl, etc.)

#### **WORKING CONDITIONS**

Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

#### **ENVIRONMENTAL CONDITIONS**

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions, wet or humid conditions. The noise level in the work environment is usually moderate.

#### **PHYSICAL ACTIVITIES**

The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

High diversity, low physical. Work activities which allow for considerable amount of diversity as an incumbent performs a variety of tasks. Such tasks might be performed from a given work area, or the individual may move about physically in performing a variety of duties.

While performing the functions of this job, the employee is continuously required to talk or hear; regularly required to stand, walk, sit, use hands to finger, handle, or feel, reach with hands and arms, taste or smell; and occasionally required to climb or balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision; and distance vision.

#### **ADDITIONAL INFORMATION**

Not indicated.