



City of Newark

Position Announcement

COMMUNITY ENGAGEMENT MANAGER

Regular Full-Time position

HELP BUILD COMMUNITY PARTNERSHIPS IN THE CITY OF NEWARK

THE POSITION

In this newly created position, you will have the opportunity to be the voice and face of the Newark Police Department as the lead spokesperson and social media manager. Designed to be a key member of the management team, the Community Engagement Manager oversees our Ready and Active Volunteers Engaged in Newark (R.A.V.E.N.s) volunteer program, conducts on-camera and in-person interviews, host and attends community meetings and leverages the power of social media to enhance the public's understanding and perception of the Police Department.

The ideal candidate for this position will be a seasoned public relations professional, with specific expertise in public safety, community outreach, media relations, and a wide variety of social media platforms. The candidate seeks a great opportunity to work with a team for the greater good, and to improve a community by strengthening a public safety agency's relationship with its members. The successful candidate is comfortable representing a complex and diverse organization to the public with diplomacy and respect.

TO APPLY, please submit your Application, supplemental questions, and resume online using CalOpps via <https://www.calopps.org/newark/job-19450261>

Deadline to apply: Thursday, January 24, 2019 by 5:00PM.

This position will remain open until filled.

Please be sure to fill out the required City application and supplemental questions completely, including all relevant work experience. A resume may be included with the application. If a resume is submitted, please *do not refer to the resume in lieu of fully completing the application.* You may make additional copies of the application work history pages, as necessary.

ESSENTIAL DUTIES

Duties may include, but are not limited to, the following:

1. 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.

2. Conduct on-camera, radio, and in-person interviews with members of the news media and public.
3. Set ongoing social media strategy for the Police Department with the following overarching objectives:
 - a. Proactively provide accurate, timely public safety information to the public and news media on critical incidents via social media.
 - b. Regularly participate in two-way dialogue with the community on social media.
 - c. Leverage the power of social media to have a positive effect on the public's understanding and perception of the Police Department, and local special events.
 - d. Improve organizational transparency and develop public confidence in the Police Department by publicly shedding light on the Department's mission, activities, initiatives, and personnel.
 - e. Manage all social media content.
 - f. 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.
4. Manage community relations by developing innovative programs and services to maintain and enhance community relations.
5. Develop and run neighborhood, residential, and business community outreach meetings and crime prevention programs.
6. Research, analyze, synthesize, and prepare a variety of reports that support the Police Chief and members of the Command Staff.
7. Be the department's website "super user" for all Police Department web content; keep web content current.
8. 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.
9. Flexible work schedule for on-call, extended/off hours, holidays and weekends.
10. 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.
11. Prepare speeches, memorandums, presentations, and other documents as directed for the Police Chief and members of the Command Staff.
12. Develop and coordinate the delivery of specific outreach events and activities, targeting our population groups within the City, including developing materials in languages other than English and establishing partnerships with the City's culturally diverse communities.

13. Coordinate and conduct press conferences when appropriate.
14. Develop, foster, and maintain professional relationships with representatives from all local media outlets.
15. Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Sufficient education, training and/or work experience to demonstrate possession of the following knowledge and skills, which would typically be acquired through:

College-level coursework in marketing, public relations, or a related field and two years of related experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above. A valid California Driver's License is required.

Desired Qualifications

- Bachelor's Degree in Marketing, Public Relations, Communication, English or a related field
- Experience working in journalism or directly with the media
- Knowledge of criminal law and the justice system
- Bilingual

SELECTION PROCESS

The selection process will consist of a review of applications to determine those applicants who are qualified. The Best Qualified candidates will be invited to continue in the selection process which may consist of an oral panel interview and/or practical exercise. Candidates will be notified by either email or phone regarding the interview process.

We will make reasonable efforts in the selection process to accommodate persons with disabilities. Please contact the Human Resources Department prior to the final filing date for accommodation requests. Extensive confidential background check is required for this position. All applicants must pass a Police Background Check prior to a conditional offer of employment.

At the completion of the interview, candidates will be placed in alphabetical order and within bands on the Eligible List.

Prior to receiving a conditional offer of employment, the candidate will be required to successfully complete fingerprinting and a background investigation, which will include a polygraph. Upon receiving a conditional offer of employment, the applicant must complete a City-paid pre-employment medical examination to include testing for the presence of drugs and alcohol. Applicants must be successful in all phases of the selection process to be considered for the position.

The Human Resources Department reserves the right to change the recruitment process at any time.

COMPENSATION & BENEFITS

\$7,054 - \$10,230 Monthly

- **Health Insurance:** Effective January 1, 2019, the City contributes up to \$821 per month towards medical, dental, and vision coverage.
- **Retirement:** CalPERS 2.5% @ 55 for Classic members or 2.0% @ 62 for New PEPRAs members. The City does not participate in Social Security. The City participates in Medicare.
- **General Leave:** 184 to 264 hours of general leave accrual each year, depending on length of service.
- **Management Leave:** Up to 40 hours per fiscal year.
- **Holidays:** 13 holidays.
- **Deferred Compensation:** Voluntary participation.
- **Life Insurance and AD&D:** City-paid \$20,000 policy.
- **Long-term and Short-term Disability:** Voluntary participation.
- **Health & Fitness:** Free use of the Silliman Activity & Family Aquatic Center (excluding classes and rentals).

A take home vehicle may be provided at the discretion of the Police Chief to be used for official business and call-out purposes.

NEWARK COMMUNITY

The City of Newark is located in Southern Alameda County at the east end of the Dumbarton Bridge, 30 miles south of Oakland and 15 miles north of San Jose. Newark was incorporated as a General Law City in 1955 and has a Council/Manager form of government. Newark's population is approximately 47,531, with an encompassed area of approximately 13 square miles. Newark enjoys Bay Area benefits while maintaining a small town atmosphere.

Please visit our website at www.newark.org & take a Video Tour Book of Newark, CA

In accordance with the Immigration Reform and Control Act, all potential employees are required to provide proof of U.S. Citizenship or authorization to work in the United States. All new employees are required by law to sign a loyalty oath.

All government employees are disaster service workers as defined by California Government Code Section 3100. In addition to everyday duties, employees have the added responsibility of helping throughout any disaster.

Community Engagement Manager Supplemental Questionnaires

1. Indicate your level of education in Marketing, Public Relations, Communications, English or a related field:
 - a. No college
 - b. Associate's Degree
 - c. Bachelor's Degree
 - d. Master's Degree

2. Indicate how many years of experience working in journalism or directly with the media:
 - a. No experience
 - b. Up to 2 years of experience
 - c. 2 to 4 years of experience
 - d. 4 or more years of experience

3. This position will require on-call, extended/off hours, holidays, and weekend work. Do you have the flexibility to work this type of schedule?
 - a. Yes
 - b. No

4. Please list the computer programs/applications you have experience with. Please indicate your level of proficiency with each of them.