



Class Code: 338
WP Code: CEM
Established: 12/2018
Revised: _____
EEO Code: PROF

CLASS SPECIFICATION

City of Newark, California

COMMUNITY ENGAGEMENT MANAGER

DEFINITION – Under general direction, manages the Police Department which provides a variety of public education and outreach programs as well as all public relations and communications activities for the Department.

EXAMPLES OF ESSENTIAL DUTIES – Duties may include, but are not limited to, the following:

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.

Conduct on-camera, radio, and in-person interviews with members of the news media and public.

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.

Manage community relations by developing innovative programs and services to maintain and enhance community relations.

Develop and run neighborhood, residential, and business community outreach meetings and crime

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prevention programs.

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

Be the department's website "super user" for all Police Department web content; keep web content 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.

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.

Coordinate and conduct press conferences when appropriate.

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

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.

EDUCATION/EXPERIENCE

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.

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Bilingual speaking preferred.

LICENSES/CERTIFICATES/SPECIAL REQUIREMENTS:

Must be willing to work evening, night, weekend and holidays.

This classification requires the ability to travel independently within and outside City limits and requires possession of a Class C California Driver's License. Failure to maintain this license will result in discipline up to and including termination.

Probationary Period: 12 Months

FLSA: Exempt