

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB429 Public Safety Communications Coordinator
POSITION #/TITLE: 1134 Public Safety Communications Coordinator	Adopted: 01-14 Revised: 11-15

POSITION DESCRIPTION

Dept: City Manager/ Communications Division	Manager Level: Program Administrator
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 14
Reports To Position #/Job Code #/JC Title: 2478/NB390/ Communications Manager	Dotted-line Reports To Position #/Job Code #/JC Title: 0006/NB128/Police Chief
FLSA Status: Exempt	City Overtime Status (Employee Type): Exempt (Salaried)
Physical Demand Rating: Medium	Work Environment: Uncontrolled
Pre-employment Testing: Drug and health screening after contingent offer.	Position Testing: Advanced Word, Excel, PowerPoint, Job fit assessment
Personal Protective Equipment: None	

General Statement of Duties

Oversees publications, media promotions and outreach that support the Police and Fire Departments services and programs. Responsibilities include: development and implementation of communication plans, serves as Public Information Officer for Police and Fire; management of media contracts, administration of community information policies and programs, and development and coordination of educational programs and materials. Supports development of strategic content for Police, Fire and other City Departments. Content would be developed in cooperation with various department contributors and outside contractors, and made available on a variety of media and social media outlets.

Distinguishing Features of the Class

Considerable leeway is granted for the exercise of independent judgment and initiative. Supervision may be exercised over the work of staff involved with department communications. The Public Safety Communications Coordinator provides support to the Communications Division and works in cooperation with other City staff as requested.

Examples of Essential Work (Illustrative Only)

Develops and produces media releases and other communications to print and broadcast media;
 Develops, implements, and manages strategic communication plans for community outreach needs, including utilizing CR Talks, CR News, Facebook, Twitter, and other related communication channels;
 Coordinates and responds to inquiries from print and television media in police and fire related issues;
 Develops and maintains media relationships regarding police and fire issues;
 Utilizes social media channels regularly to communicate relevant information;
 Develops innovative strategies to expand positive communication with Cedar Rapids citizens;
 Monitors community feedback and responds to questions and concerns about Police and Fire communications;
 Trains department staff on media relations and effective communications techniques;
 Ensures Police and Fire related web pages contain relevant and up-to-date information;

Assists with publications and other materials and media that promote the City's mission, services and programs as requested;
Follows editorial and graphics standards for City community information;
Works with the Communications Division staff to develop strategies, train, and coordinate departmental and citywide communications programs;
Assists in the identification and development of strategic community activities; performing research, planning, analysis and coordination of special projects which may involve interaction with citizen groups, local business interests, schools and other governmental agencies;
Develops and delivers presentations and attends meetings, conferences and workshops;
Represents the City on assigned commissions, boards and committees;
Performs all work duties and activities in accordance with City policies, procedures and safety practices;
Attends work regularly at the designated place and time, dividing time equally between assigned departments;
Supports continuous process improvement initiatives;
Performs related work as required.

Required Knowledge and Abilities

Considerable knowledge of public relations principles and practices as they pertain to the internal and external communication needs of the Police and Fire Departments;
Proficiency in verbal and written communications;
Ability to exercise good judgment and make sound decisions in a manner consistent with the essential job functions;
Thorough knowledge of City Departments, operations, processes, functions, history and initiatives;
Thorough knowledge of the Police and Fire Departments operational and administrative management principles and practices;
Thorough knowledge of community needs and concerns as related to municipal government, with an emphasis on Police and Fire Departments;
Ability to contribute to strategic planning efforts;
Ability to listen to and understand the community needs and translate those needs to City programs and projects;
Ability to communicate effectively and maintain working relationships with elected officials, department heads, city staff, emergency responders, public safety personnel, trade professionals and the public both orally and in writing, using both technical and non-technical language;
Ability to understand, gather information and develop projects and communications which meet the expressed needs and concerns of citizens and City management;
Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities;
Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions;
Ability to perform a wide variety of assigned tasks with accuracy and speed and under the pressure of time-sensitive deadlines;
Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
Ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree with a major emphasis in public relations, communications, journalism or related field; and

Considerable experience in public speaking and public relations; or
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Required Special Qualifications
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Valid Iowa Driver's License upon appointment.

Essential Physical Abilities

Requires the following with or without reasonable accommodation:

Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;

Sufficient vision, which permits the employee to review a wide variety of written correspondence, reports, and related material in both electronic and paper form;

Sufficient manual dexterity, which permits the employee to operate a vehicle, keyboard and computerized equipment, other office equipment, and produce hand-written materials and notations;

Sufficient personal mobility, which permits the employee to visit worksites and attend community meetings and events.