

**GRADE: 16E**

**TITLE: DIRECTOR, PUBLIC INFORMATION**  
**BUREAU: OFFICE OF THE CHIEF**  
**DIVISION: PUBLIC AFFAIRS/PUBLIC INFORMATION**

**REPORTS TO: CHIEF OF STAFF – OFFICE OF THE CHIEF OF POLICE**

**SUPERVISES: MANAGER, PUBLIC AFFAIRS/PUBLIC INFORMATION**  
**PUBLIC INFORMATION SPECIALIST, ADMINISTRATIVE CLERK, and**  
**COMMUNITY OUTREACH DIVISION**

**POSITION SUMMARY:** Performs major professional tasks in the public affairs/public information arena to design and direct the Department's public relations programs that will create and maintain a favorable public image for the Department and the Chief of Police of the St. Louis Metropolitan Police Department.

## **FUNCTIONS OF THE JOB**

### **Essential Functions:**

1. Manage Public Affairs/Information and Community Outreach personnel, including training, analyzing and resolving work problems, assisting in the resolution of work problems; approving of personnel actions such as hiring, promotion, and disciplinary measures.
2. Responsible for developing, implementing, assigning, supervising and reviewing all activities of the Public Affairs/Information and Community Outreach Divisions.
3. Plan and direct the Department's overall public relations program and strategies. Develop and utilize proactive methods and procedures for presenting current and future Department programs to the public and media.
4. Work closely with Department's leadership including the Chief of Police, Board, and Commanders throughout the organization to develop and maintain a positive image of the Department and its leadership.
5. Establish and maintain favorable working relationships with the City and Department representatives.
6. Develop and maintain an active, positive, close working relationship with all areas of the media including all media representatives, their subordinates and their superiors.
7. Develop long-range publicity and implementation strategies to increase public awareness of Department services.
8. Coordinate all public appearances by the Chief of Police including press events, speeches and speaking engagements.
9. Oversee all internal and external communications related to the Department.
10. Serves as spokesperson for the Chief of Police in matters pertaining to public policy, special events, emergency response and program initiatives.
11. Proactively publicize Department services and programs locally, regionally and nationally.
12. Serve as liaison with Division heads to ensure consistency of key messages in all plans and initiatives.
13. Work with Division heads to advise and coordinate public information/public affairs efforts for major announcements.
14. Develop, monitor and maintain the Public Affairs/Information Division budget.
15. Create and execute tactical, integrated media relations and strategic communications plans.
16. Manage the development and integration of media strategies to include social media, designed to promote organization accomplishments.
17. Build community trust by increasing awareness and aide in the facilitation of community-based activities and initiatives.
18. Provide advice to senior leaders on likely public and employee reactions to Agency policies and actions.
19. Write and edit news releases, talking points key messages, Q & A's, position statement, and other documents as needed.

20. Provide strategic communications counsel to commanders prior to media interviews.
21. Ensure message alignment and consistent delivery of key messages by Agency.
22. Research and develop positive story ideas.
23. Develop and facilitate media training for commanders.
24. Perform other similar duties as assigned.

### **Marginal Functions**

1. Serve as speech writer and editor for the Chief of Police and his staff.
2. Research and prepare background material for speeches and policy decisions; write articles, essays and other material for presentation by the Chief including but not limited to Board Agenda items, policy decisions etc...
3. Assist the Board of Police Commissioners with special projects.

**Environmental/Atmospheric Conditions:** Environmental and atmospheric conditions commonly associated with the performance of this job.

Normal office environment.

### **POSITION QUALIFICATION REQUIREMENTS**

#### **Education:**

A minimum of a Bachelor's degree in Public Relations or Journalism is required. A Master's degree is preferred. Master's course work in communications, marketing, public administration or public relations is acceptable.

#### **Experience:**

Over seven years up to and including ten years strong public relations experience preferably with a government agency, with a minimum of four years supervisory experience. Significant experience in media relations, spokesperson training and strong journalistic writing and editing skills is required, and a thorough working knowledge of Microsoft Office products.

**Skills and Abilities:** Skills and abilities, which may be representative but not inclusive of those commonly, associated with this position.

1. Ability to plan, initiate, discuss and implement strategic, confidential and sensitive issues.
2. Ability to develop and implement strategic campaigns that express the views, concerns and opportunities of the Department
3. Ability to be on call 24/7.
4. Ability to successfully manage crisis situations that require "off-hours" attention
5. Must be able to manage multiple projects simultaneously, meet tight deadlines, and work independently with minimal supervision
6. Ability to set goals and deadlines ensuring that they are prioritized, achieved and results are delivered effectively.
7. Demonstrate strong written and interpersonal communications skills.
8. Ability to remain calm and thoughtful in the face of serious challenges, scrutiny and difficulty.
9. Ability to work well under pressure ensuring tasks are prioritized and goals are met.
10. Ability to communicate effectively both orally and in writing as appropriate for the needs of the audience.
11. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
12. Ability to influence people, situations, media, etc., in a manner that is positive for the Department.
13. Ability to build and maintain excellent relationships with the media, local, regional and national government officials as well as with internal constituents.
14. Strong presentation skills.
12. Demonstrate both drive and energy to succeed
13. Strong project management and time management skills
14. Ability to demonstrate high-levels of creativity, problem solving, agility and integrity.

**Machines, Tools, Equipment and Work Aids:** Machines, tools, equipment and work aids which may be representative but not all inclusive of those commonly associated with this job.

Personal Computer, telephone, fax and/or other equipment used to perform the essential functions of the position.

**License(s)/Certifications:**

1. Accredited in Public Relations (APR) certification by the Public Relations Society of America (PRSA) is desirable
2. Accredited Business Communicator (ABC) certification by the International Association of Business Communicators is desirable.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws.

Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal law.

"Common associated" is not intended to mean always or only. There are different experiences that suggest other ways or circumstances where reasonable changes or accommodations are appropriate.

<b><u>Original Evaluation</u></b>	<b><u>Revised By</u></b>	<b><u>Revised By</u></b>	<b><u>Revised By</u></b>
<b>MG: 2/08</b>	<b>AW: 1/12</b>		