



Job Description

TITLE: Sheriff's Office Public Information Manager	JOB CODE: 3195
DEPARTMENT: Sheriff's Office	FLSA: Exempt
PREPARED: September 5, 2019	FLSA CLASS: Professional
UPDATED: March 29, 2022	WORK LOCATION: Aztec, NM
REMOTE WORK ELIGIBLE: NO	

Summary: Under general supervision of the Investigations Captain, the Sheriff's Office Public Information Manager shall coordinate, prepare and disseminate information for San Juan County Sheriff's Office through traditional and social media. Develops graphics, publications, press releases and other outreach methods with emphasis on maximizing the value of media strategies including printers and production printing. Analyzes, plans, and creates visual solutions; ensures digital asset creation and management, including images, logos, etc. and to serve as an information provider through written and technological means to facilitate consistent use of the Sheriff's Office brand identity, image, and transparency. The Sheriff's Office Public Information Managers shall assist with developing and implementing community outreach programs including social and community awareness incentives and create programs that promote the organization's image in a positive and community-oriented way.

Reporting Relationship: The Sheriff's Office Public Information Manager reports to the Investigations Captain.

Essential Job Functions: *The list that follows is not intended as a comprehensive list; it is intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed, and may be required to perform additional, position-specific tasks.*

- Assist in the development of the department budget related to media and volunteer aspects; prepare grants, proposals, and contracts and disseminate to appropriate Sheriff's Office staff and external agencies.
- Collaborate, create, and maintain a creative and innovative marketing and social media campaign from design, development, execution, to presentation in order to ensure the Sheriff's Office community related messages and images are appropriately conveyed to the public.
- Generate and manipulate graphic images, animations, sound, text, and video into consolidated and seamless multimedia programs.
- Coordinate the Sheriff's Office branding strategy.
- Oversee design and development of website and social media initiatives; provides up to date information and changes to the San Juan County Sheriff's Office web site and social media sites.
- Photograph service awards, special events, and ceremonies.
- Prepare and organize media releases for distribution regarding criminal cases of interest to the public, public safety and traffic alerts, casual daily posts to "humanize" the deputies, and community related events to social media sites; make decisions involving the release and format of sensitive, strategic, and confidential information.
- Handles sensitive and confidential data and ensures the quality and integrity of all information produced.
- Coordinate all public communication activities by anticipating, alerting, and advising the Sheriff and senior staff of implications of policies, developments, and current events on community perceptions of the Sheriff's Office; makes recommendations on appropriate communication.
- Plan, coordinate, and disseminate accurate, timely, and credible information to internal and external constituencies; coordinate, develop, and publish regular informational items, reports and newsletters as predetermined by the Sheriff.
- Serve as the social media expert to create a comprehensive social media strategy that defines the Sheriff's Office's initiatives for community outreach programs and community awareness; identify new opportunities to increase visibility; monitor media trends, tools and applications and appropriately applies that knowledge to continually enhance the social media presence.

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- Monitor and analyze media coverage of the Sheriff's Office; analyze emerging trends in public opinion in order to anticipate issue areas or potentially negative media coverage and community perception; design appropriate responses.
- Organize media conferences and interviews; represent the Sheriff's Office regarding community related events, key constituents, community organizations, and the community at large; and upon request, coordinate media and community relations issues in order to create a consistent Sheriff's Office response and image. These functions can grow or diminish as the Sheriff's Office and community needs change.
- Coordinate all aspects of volunteer programs as assigned.
- Organize and promote the agencies' various programs and community events to include acting as agency liaison with the Sheriff's Office Foundation Board, including but not limited to; Girls with G.R.I.T., Reserve Deputy Program, CAST for Kids, Breakfast with the Sheriff, and Shop with your Cop.
- Serve as a member of the Local Emergency Planning Council (LEPC).
- Attend staff meetings and other meetings as assigned.
- Perform other related duties as assigned.

Required Knowledge and Skills:

- Knowledge of the principles and practice of public communication of the methods and processes in web development and social media sites.
- Knowledge of computer systems and accounting principles and practices.
- Knowledge of the principles and practices of records management and documentation procedures.
- Knowledge of the principles and practices of customer service.
- Knowledge of County policies and procedures, Sheriff's Office policies and procedures.
- Skill in assessing and prioritizing multiple tasks, projects, and demands.
- Skill in designing that promote effective marketing and communication.
- Strong understanding of social media sites and traditional.
- Skill in internal public relations.
- Skill in effectively managing and leading volunteers; and delegating tasks and authority.
- Skill in working independently or as a team member.
- Skill in communicating effectively, both orally and in writing, and in public special and presentations.
- Skill in establishing and maintaining effective working relationships with elected officials, Sheriff's Office staff, and the general public.
- Skill in the use of a personal computer, the network, and systems software.
- Ability to effectively present ideas using considerate tact and diplomacy.
- Ability to be engaged, energetic, multi-task, and be a team player.
- Skill in Video Editing.

Education and Experience

- Bachelor's Degree and five (5) years of relevant work experience in public relations, communications, journalism, marketing; or an equivalent combination of education and work experience sufficient to perform the duties of the position.
- Knowledge and demonstrated expertise in all social media platforms.
- Valid State of New Mexico Driver's license or able to obtain within six (6) months of employment.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office environment; may be subject to repetitive motion; may be subject to extended periods of intense concentration in the review of documents and reports.

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- Subject to working in adverse weather conditions, as media needs at developing crime scenes, and/or planned agency and community events, are often outdoors.
- May be subject to bending, reaching, kneeling and lifting such as retrieving files, records, and reports.
- Full-time work hours for this position consist of non-traditional hours, such as evenings, weekends, and/or overtime as a requirement for this position.
- Work schedule for this position may include working on religious holidays.
- Utilize, process, and navigate the County's electronic ERP system as necessary and appropriate based on the needs and requirements of this position.

Equipment and Tools Utilized:

- Equipment utilized includes computerized and conventional office equipment, as well as operating a motor vehicle.

Approvals:

Employee:	_____	Date:	_____
Supervisor	_____	Date:	_____
Department Head:	_____	Date:	_____