



POLICE SOCIAL MEDIA MANAGER

DEPARTMENT: POLICE

CHARACTERISTICS OF THE CLASS:

Under direction of a staff member in the Police Administration Bureau, the Social Media Manager will be responsible for implementing the police department's social media strategy, manage departmental social media sites and interact with the media. In addition, the Social Media Manager will be required to enhance the department's partnership with the community, manage the department's website content and perform other administrative duties as assigned by their supervisor.

EXAMPLES OF ESSENTIAL FUNCTIONS:

1. Implement a social media strategy
2. Manage social media sites
3. Monitor trends and encourage adoption of social media tools
4. Search for news/articles relevant to the police department
5. Implement and manage social media campaigns
6. Establish an online presence that encourages community involvement as it pertains to missing/endangered persons, crime alerts, crime prevention, safety advisories, etc.
7. Provide feedback to Command Staff
8. Promote social media within the police department
9. Draft and distribute pre-approved press releases to the media and public
10. Participation with the department's public information officers
11. Oversee the management of the department's website (content)
12. Revise the department's website on a regular basis ensuring all content remains up-to- date

NOTE: The omission of an essential function of work does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

REQUIREMENTS:

A. Training and Experience:

High School Diploma or GED

Bachelor's Degree preferred

Prior work experience involving the use of social media sites

B. Knowledge, Abilities and Skills:

Knowledge of social media sites and trends

Knowledge of computer applications related to the work.

Knowledge of the principles and techniques of conducting analytical studies, evaluating alternatives and making sound recommendations.

Knowledge of business letter writing and the standard format for reports and correspondence.

Knowledge of English usage, grammar, spelling, vocabulary, and punctuation.

Ability to write in a clear and concise manner.

Ability to understand and follow verbal and written instructions.

Ability to plan, organize, and carry out assignments from command staff with minimal direction.

Ability to establish and maintain effective working relationships with fellow employees and the public.

Ability to learn and understand functions, principles, and practices of municipal police services.

Ability to effectively conduct meetings and make presentations to various groups.