



Public Relations Officer
Sheriff's Department

SD/19
Pay Grade: 16

JOB SUMMARY

This position performs specialized duties in support of the Sheriff's Department public relations functions.

MAJOR DUTIES

- Assists in coordinating and establishing community events for the Sheriff's Office, the Commissioner's Court, and other county offices, including holiday toy drives, law enforcement career recognitions, dances, and softball tournaments.
- Prepares and distributes new releases; arranges and coordinates press conferences.
- Develops and delivers law-enforcement awareness presentations to the public, to local schools, and to other community groups.
- Attends and represents the office at community events.
- Generates reports, lists and other information, including statistical reports.
- Photographs events and programs.
- Perform any other duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of public relations principles and practices.
- Knowledge of open records laws.
- Knowledge of photography.
- Knowledge of computers and job-related software programs.
- Skill in the analysis of problems and the development and implementation of solutions.
- Skill in the preparation of clear and precise administrative reports.
- Skill in oral and written communication.

- Ability to communicate in English and Spanish.

SUPERVISORY CONTROLS

The Lieutenant assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include county and department policies and procedures. These guidelines require judgment, selection and interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of related specialized duties. Frequent interruptions contribute to the complexity of the position.
- The purpose of this position is to coordinate the department's public relations functions. Success in this position keeps the public informed of department programs and services.

CONTACTS

- Contacts are typically with co-workers, representatives of the news media, elected and appointed officials, and members of the general public.
- Contacts are typically to provide services, to give or exchange information, to resolve problems, or to motivate or influence persons.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, stooping or walking. The employee occasionally lifts light objects.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with completion of specialized training in the field of work, in addition to basic skills typically associated with a high school education from an accredited institution.
- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for one to two years.

- Must have a high school diploma or GED from an accredited institution.
- Ability to meet current requirements set forth by the Texas Commission of Law Enforcement Officers Standards and Education.

OTHER REQUIREMENT/INFORMATION

- Must possess a valid and current Texas driver's license.
- Drug and Alcohol Policy applies to this job. Pre-employment drug/alcohol testing, Motor Vehicle Record (MVR) and criminal background checks are required.
- This position *is covered* by Civil Service; therefore, is subject to the Civil Service Rules and Regulations in addition to all other Webb County policies.

ACKNOWLEDGEMENT

The undersigned have read, discussed and understand the full meaning of this job description and agree to abide by all terms and conditions herein expressed or implied.

Employee's Signature

Print Name

Date

Supervisor's Signature

Print Name

Date