



34009 ALVARADO-NILES ROAD
UNION CITY, CA 94587
(510) 471-3232

COMMUNITY RESOURCES COORDINATOR

DEFINITION

To plan, organize, direct and coordinate the development and implementation of the Police Department's social media and community engagement strategy and programs. Including organizing a consistent method of providing Crime Prevention through Environmental Design, (CPTED), services to local businesses, organize CHAT inspections, re-structure the volunteer program, coordinate the citizen's academy, maintain a consistent neighborhood watch program, host community events, organize National Night Out and coordinate the annual police department open house.

CLASS CHARACTERISTICS

Receives general supervision from the Police Chief or other police supervisor and management staff. Will work with at least one sworn officer in the area of the Community Oriented Policing Programs and other civilian staff.

EXAMPLES OF DUTIES

Duties may include but are not limited to, the following:

- Work with the Police Department's Press Information Officer and the City's Digital Marketing Specialist, plan and implement communication and information programs, which may include: social media outreach activities, public service announcements (digital, radio and T.V.), cable access programming, online newsletter development and other promotional programs and activities.
- Manage community relations by maintaining and developing innovative programs and services to enhance community relations.
- Maintain, enhance and direct staff in general residential and business community outreach and crime prevention programs, including an annual police department open house, neighborhood watch meetings, National Night Out participation and residential/business crime free programs.
- Organize and coordinate the Union City Police Volunteer Program.
- Develop and maintain ongoing social media strategy for the department with the following purpose: increase community engagement, contribute to social media content and presence on department social media channels, monitor social media channels for relevant information involving the Union City Police Department and develop and manage social media campaigns to promote engagement between the Union City Police Department and the community.
- Develop, maintain, and manage staff responsibilities for the department's social media presence, collaborating with the City's Digital Marketing Specialist, to include existing social media channels and department website; keep web content current and innovative, leading the law enforcement profession in quality.
- Advise and provide staff assistance to Police and other City staff and departments on effective social media and public information methods and procedures.
- Develop and coordinate the delivery of specific outreach events and activities, appealing to population groups within the City, including developing materials in second languages, enhancing communication with persons with disabilities and establishing community partnerships with the City's culturally diverse community.
- Perform related duties as assigned.

COMMUNITY RESOURCES COORDINATOR

QUALIFICATIONS

Knowledge Of:

Principles and practices of community/media relations and public information, including conduct of media relations relative to public-sector agencies; social media analytics; mainstream social media channels and the target audience for each; methods of report preparation and presentation; pertinent State, Federal, and local laws, codes, and regulations; crime prevention issues; modern office procedures; methods and computer equipment and software; principles of supervision, training, and performance evaluation; Police Department structure and processes; analytical/research techniques; budget and operations analysis; general management principles; and Police Department and City policies and procedures.

Ability To:

Develop, plan, direct, and manage one or more public information functions; analyze, interpret and evaluate staff reports, new laws, regulations, and codes relevant to the community/public information field and other assigned duties; effectively utilize computers and automated systems; maintain confidentiality; interpret policies, guidelines, and procedures; develop recommendations and assist in making decisions of considerable impact; work independently with minimal supervision; train assigned staff; ability to track community engagement, growth, and measure effectiveness of social media strategies; administer Police programs and coordinate work with other divisions, departments, and outside agencies; work with the public and discuss problems and complaints tactfully, courteously, and effectively; represent the Police and City Of Union City in a variety of community hearings, meetings, and/or events; develop and modify websites; coordinate and direct a variety of complex tasks and assignments simultaneously; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience

Combination of relevant experience, education, and training will satisfy the required minimum qualifications, knowledge, and abilities.

Equivalent to an associate's degree from an accredited college or university with major course work in public administration, journalism, communications, criminal justice, or related field.

Five years of increasingly responsible professional experience in public relations or communications is required. A bachelor's degree in a related field may substitute for two years of experience. Experience working in a public-sector organization is desirable.

LICENSE

Possession of a valid California Driver's License with a satisfactory driving record.