

**CITY OF FONTANA
PUBLIC INFORMATION COORDINATOR**

DEFINITION: Under the general direction of the Chief of Police, plan, prepare, and disseminate information on the activities, services, and objectives of the Fontana Police Department and other City Departments to the news media and the general public.

ESSENTIAL FUNCTIONS: The incumbent must have the ability to:

- Prepare and update Police and City news releases regarding highly sensitive or confidential matters such as policy issues, criminal incidents, investigations, road closures, information from the Mayor and Council and other special events.
- Disseminate news to the press, radio, and television through written releases, personal interviews, and/or press conferences.
- Respond, at various times, to the scene of incidents attracting news media attention; act as liaison between the department and media representatives.
- Assist in the preparation of reports or informational publications about the Police Department and other City Departments, including researching, writing, and coordinating the photography, lay out, and printing.
- Assist in the planning of and conduct tours of department facilities for visiting law enforcement or public officials.
- Answer public inquiries on departmental procedures, investigations, or activities in person, by telephone, or in writing.
- Maintain records and prepare reports.
- Serve as the Lead Information Officer for the Fontana Police Department and acts as an advisor to the Chief of Police on all media issues affecting the department.
- Trains staff throughout the department on policies and procedures, as well as the laws that relate to media and public relations.
- Prepares written statements and speeches for members of the department's Executive Staff; inspects and corrects written work produced by the department staff prior to dissemination to the media.
- Coordinates special events, press conferences and tours; receives and handles specific types of complaints from the media and the public.
- Assist in the coordination of city-wide marketing, advertising and promotional program.
- Seek out Grant Funding opportunities, assist with the grant writing process for Police Department applications and work with the City Grant Team.
- Update and monitor Police Social Media websites.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain cooperative working relationships with those contacted in the course of work.

THE ABOVE LIST OF ESSENTIAL FUNCTIONS IS NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY BY THE EMPLOYER.

WORKING CONDITIONS: Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. This position also requires grasping, gripping, repetitive hand movement and fine coordination in preparing reports, using computer keyboard and related equipment; the ability to push, pull, drag and/or lift up to 25 pounds; normal manual dexterity and hand/eye coordination; corrected vision to normal range; acute hearing; written and oral communication; frequent contact with staff, media and general public. May, at times, work in adverse weather conditions.

EXPERIENCE AND TRAINING GUIDELINES

A combination of experience and training that would provide the required knowledge and abilities is qualifying. The incumbent must have considerable knowledge of:

- Effective communication techniques
- Principles of marketing
- Techniques for successful media and event management
- General local law enforcement function, issues and operations
- Data collection and analysis techniques
- Modern computer hardware and related software systems
- Record keeping and report writing
- Modern social media sources
- Modern and complex principles and practices of public relations and public information dissemination

Experience/Education: Three (3) years of responsible public information, marketing and public relations in the public sector. Municipal law enforcement agency experience preferred. Education equivalent to a Bachelors degree from an accredited college or university with major course work in communications, public administration, public relations, marketing, or a closely related field.

Licenses and/or Certifications: Possession of, and continuously throughout employment, a valid CA Class C Driver's License.