



# CITY OF OMAHA CLASS SPECIFICATION

**CLASSIFICATION TITLE: MEDIA RELATIONS MANAGER**

**BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0150**

**PAY RANGE CODE: 16.1 MC REVISION DATE: 4/11/17**

## **NATURE OF WORK:**

This is supervisory work overseeing the employees who are representing the Omaha Police Department in communications in public/media relations, including social media. Responsibilities include being an integral part of the Public Information Office working closely with media, including researching police reports, working with detectives, and conducting on-camera/on-air interviews. Responsibilities also include managing social media strategies, outcomes, and activities as directed by the Chief of Police regarding social media programs; supervising the social media team within the department; creating, implementing, and presenting social media programs and promotions; and working as a liaison between the social media team and the Police Department. Work is performed with considerable independence; however, general supervision is received from an assigned supervisor.

**ESSENTIAL FUNCTIONS:** *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Supervises and fields media inquiries, and collaborates with agency subject matter experts to develop accurate, timely responses to media outlets.

Drafts, revises, and edits news releases, editorials, speeches, presentations, reports, and other written materials as directed.

Maintains and manages comprehensive social media policy and crisis management strategies which will increase visibility and transparency of the Omaha Police Department as well as manage and mitigate potential risks.

Uses and manages the Omaha Police Department's social media platforms to inform the public of events, programs, and information in a timely manner.

Coordinates and plans joint events with entities or foundations supporting the Omaha Police Department.

Creates, coordinates, and implements social media strategies, programs, presentations, media promotions, campaigns, and events for the Omaha Police Department.

Measures the impact of social media on the overall marketing efforts and community engagement.

Monitors social media tools, trends, and applications, and appropriately applies that knowledge to increasing use of social media for the Omaha Police Department.

Participates in professional associations that will increase the understanding of social media tools, techniques, and applications.

Meets with superiors and the social media team to plan future social media projects, including their goals and timelines, and with representatives of other divisions and departments to discuss how their work affects social media efforts.

Conducts research into best practices and stays current on trends in the continually evolving social media field.

Supervises and participates in conducting research and analysis of demographic, crime, law, and law enforcement data to keep the unit abreast of the most recent developments in the social media field.

Maintains records and statistics, monitors and evaluates projects, and compiles written reports.

Monitors the needs of the social media team and makes requests for supplies and equipment.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Knowledge of and ability to effectively navigate social media networks and websites including but not limited to Facebook, Twitter, YouTube, Flickr, Instagram, Wikis, and blogs.

Ability to establish and maintain effective working relationships with fellow employees, citizens groups, representatives of public and private agencies, and members of the general public.

Ability to learn and demonstrate proficiency in all applicable Omaha Police Department policies and procedures.

Ability to research, create, evaluate, and adapt social media strategies to positively impact the Omaha Police Department.

Ability to effectively communicate in person and in writing with members of citizens' groups, Omaha Police Department personnel, media, and representatives of public and private agencies and groups.

Ability to plan and facilitate meetings and other programs that further departmental goals.

Ability to understand written or oral instructions.

Ability to work closely with Omaha Police Department employees and media to provide transparency to the public while also maintaining integrity to the department.

Ability to conduct on-camera and on-air interviews with media and live social media.

Ability to work in stressful situations, solve problems, and meet short deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit and use hands to grasp, handle, or feel from 76 to 100% of the time and to stand up to 25% of the time.

Ability to sit most of the time, using up to twenty (20) pounds of force occasionally and up to ten (10) pounds frequently to move objects.

**EDUCATION AND EXPERIENCE:** *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree

AND

Two (2) years of experience in communications conducting on-camera/on-air interviews, using social media platforms, making presentations, organizing meetings, developing programs and promotions, engaging in problem-solving activities, and performing general office work.

**SPECIAL QUALIFICATIONS**

May be required to work varying evenings, nights, and weekends.

Must be able to transport oneself or coordinate transportation to work sites throughout the city during the course of the work day.

May be requested to submit to a background investigation.

**WORKING CONDITIONS:** *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises.

**EQUIPMENT OPERATION:** *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer and Electronic devices  
Copier  
Audio Visual Equipment

Facsimile Machine  
Calculator  
Scanner

Telephone  
Printer  
Camera

Previous Revision Date(s): 6/26/95  
6/26/03  
11/24/14