



Public Relations Director/Personnel Manager

Job Code: 21
Exempt: Yes
Department: Sheriff's Office
Reports To Sheriff
Location: Sheriff's Administration Office
Date Prepared: August 23, 2016
Date Revised: August 27, 2016

Safety Sensitive: This position is designated as safety/security sensitive and is subject to pre-employment, reasonable suspicion and random drug and alcohol screening.

Safety Sensitive Designation Requirements:

This position is safety sensitive and subject to pre-employment, reasonable suspicion, and random drug and alcohol testing.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and minimum qualifications of this job. The incumbent(s) may be required to perform job related responsibilities and tasks other than those stated in this job description. Nothing in this job description restricts management's right to assign or reassign job-related responsibilities and tasks to this job at any time. Certain functions are understood to be essential; these include, but are not limited to, attendance, getting along with others, working a full shift, and dealing with and working under stress. Any essential function of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant only to the extent medically and reasonably feasible

GENERAL DESCRIPTION OF POSITION

The Public Relations Director / Personnel Manager works independently under the general direction of the Sheriff. The main focuses of this position are to perform professional administrative and supervisory functions of unusual difficulty in the planning, directing, and management of public relations and personnel as it relates to the Sheriff's Office. This position is responsible for all aspects involving the strategic direction of Public Relations for the Sheriff's Office, and provides consistency in the Sheriff's Office personnel management for the nearly 300 full-time and 20-plus part-time employees. The incumbent coordinates the personnel functions, assists with personnel budgets, and provides information and help on personnel matters to officials and employees of the Washington County Sheriff's Office. The incumbent is the custodian of all Sheriff's Office employee personnel records and must be familiar with state and federal laws pertaining to the privacy and release of such records. The incumbent supervises the maintenance and accuracy of all Sheriff's Office law enforcement employee training files (over 200) in accordance with state law and Arkansas Commission on Law Enforcement Standards and



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Training regulations. Accuracy of these records is paramount because they affect the ability of law enforcement officers to carry a weapon, enforce laws and perform the duties of a law enforcement officer within the state of Arkansas. These files are subject to audit by the State at a moment's notice and must be kept error free.

Due to the public voice this position requires as the media representative of the Sheriff's Office, accuracy in this position is critical. Mistakes can not only be detrimental and reflect negatively upon Washington County, the Washington County Sheriff's Office, the Sheriff and Sheriff's Office employees, but could also cause legal harm if information is released/not released appropriately according to state and federal laws. This position makes independent and supervisory decisions regarding information posted via official Sheriff's Office social media, as well as information/comments given or released to the news media. This position must be directly accessible and responsive to the news media and to all Sheriff's Office employees as it relates to the requirements of the position, 24 hours a day, 7 days a week.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. This position directly provides supervision, guidance and training for all (300-plus) Sheriff's Office personnel to ensure compliance with established procedures, policies, and rules as it relates to media communications, including but not limited to, print, online, social media and interviews, and when it involves the release of certain information to media and/or the public, which may be protected by state law, eg: juvenile, sexual assault victim.
2. Independently develop, integrate and implement Public Relations activities designed to enhance the Sheriff's Office with officials, media and citizens.
3. Work with media outlets and the public to provide timely information, such as news releases, probable cause reports and other documents involving information requests according to the Arkansas Freedom of Information Act and State and Federal law, as well as release critical, immediate information regarding emergency situations that involve the imminent public safety and welfare of the community, e.g.,: wanted persons, missing children, severe weather, terrorist acts.
4. Ensure communication strategy is consistent and reflects the organization's strategic vision.
5. Implement new media (social) strategies and grow online supporter base and traffic.
6. Develop, direct and execute varied and integrated communications products including website, print publications, online communications, videos, photographs, flyers, media and public relations information.
7. Conduct live and taped on-camera interviews as required; Respond to incident scenes and coordinate and direct media response.



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8. Must stay apprised of state and federal laws and any affected changes related to position responsibilities. Coordinate recruitment and community relations activities for the Sheriff's Office.
9. Some public speaking within the community is required as it relates to public relations and community outreach.
10. Must attend in-state and out-of-state conferences and classes for continuing education to stay abreast of FOIA laws and public relations trends.
11. Coordinate with Public Information personnel from other area law enforcement agencies and other elected officials during times of disaster or in instances where dissemination of information affects multiple departments.
12. Supervise the maintenance of all confidential personnel and training records, and ensure the accuracy of all Sheriff's Office law enforcement employee training files (over 200) in accordance with state law and Arkansas Commission on Law Enforcement Standards and Training regulations. Accuracy of these records is paramount because they affect the ability of law enforcement officers to carry a weapon, enforce laws and perform the duties of a law enforcement officer within the state of Arkansas. If records are not properly maintained, it could also affect the prosecution and/or conviction of anyone arrested by the law enforcement officer;
13. Ensure personnel data and statistics relating to job requirements are efficiently and accurately recorded, stored, and retrieved in the proper Sheriff's Office databases as appropriate, according to County/Sheriff's Office policy and state and federal law.
14. Develop, recommend and implement department operating policy and procedural improvement for personnel programs and social media. Attend meetings, assist in formulation of Sheriff's Office personnel policies, prepare special reports as requested and implement practices or programs.
15. Assist Sheriff and Staff with preparation of multi-million dollar budget.
16. Attend Sheriff's Staff Meetings.
17. Answer miscellaneous government surveys, write letters, and other related duties as needed or requested.
18. Research, compile and analyze information and data while preparing a variety of fiscal, statistical, and administrative reports.
19. Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work in keeping with Sheriff's Office objectives. Responsible for maintaining professional working relations with applicants, visitors, callers, business



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professionals, other county departments, area law enforcement agencies and the community at large.

20. Design and maintain Sheriff's Office website in coordination with Sheriff's IT Manager.
21. Supervise and conduct regular audits of employee training records, Arkansas Law Enforcement Standards files, and gun qualifications to ensure accuracy and compliance with law enforcement standards regulations and state law.
22. Administer testing and ensure Sheriff's Office personnel are compliant with the FBI's Criminal Justice Information Services (CJIS) security requirements.
23. Manage the Sheriff's Office keyless door locking system, which can affect the safety and security of Sheriff's Office buildings because it controls access to highly secure areas, including the Detention Property Room, which contains personal belongings, including money and other valuables, of all detainees held at the detention center.
24. The Essential Duties and Responsibilities of the Executive Assistant fall within the scope of requirements for this position, as this position assumes the duties and responsibilities of the Executive Assistant in their absence, which includes completing and submitting an accurate payroll to the Comptroller's Office for Sheriff's Office employees.
25. Must be on call 24 hours-a-day, 7 days-a-week.
26. Perform any other related duties as required or assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Broad knowledge of such fields as accounting, marketing, business administration, finance, etc. Equivalent to a four-year college degree, plus 9 to 10 years related experience and/or training, and 5 years related management experience, or equivalent combination of education and experience.

COMMUNICATION SKILLS

Ability to write reports, business correspondence, and policy/procedure manuals; Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to read, analyze, and understand common scientific and technical journals, financial reports, and legal documents; Ability to respond to complex or difficult inquiries or complaints from customers, regulatory agencies, or members of the business community.



MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Intermediate: Contact Management, Presentation/PowerPoint, Spreadsheet, Word Processing/Typing

Basic: Accounting, Alphanumeric Data Entry, Database

INITIATIVE AND INGENUITY

SUPERVISION RECEIVED

Under administrative direction, setting up own standard of performance. Virtually self-supervising. Reports to senior management of the organization.

PLANNING

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work, in addition, the work operations of a group of employees, all performing basically the same type of work.

DECISION MAKING

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance, either of which would affect the work operations of small organizational component and the organization's clientele.

MENTAL DEMAND

Intense mental demand. Operations requiring sustained directed thinking to analyze, solve, or plan highly variable, administrative, professional, or technical tasks involving complex problems or mechanisms.



ANALYTICAL ABILITY / PROBLEM SOLVING

Oversight. Activities covered by expansive policies and objectives, and oversight as to execution and review. High order of analytical, interpretative, and constructive thinking in varied situations covering multiple areas of the organization.

RESPONSIBILITY FOR WORK OF OTHERS

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities may include but not limited to interviewing, hiring and training employees; planning, assigning and directing work; appraising performance, rewarding and disciplining employees; addressing complaints and resolving problems.

Supervises a small group (1-3) of employees in the same or lower classification. Assigns and checks work; assists and instructs as required, but performs same work as those supervised, or closely related work, most of the time. Content of the work supervised is of a non-technical nature and does not vary in complexity to any great degree.

Supervises the following departments: Administration Office Support

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Occasionally responsible for organization's property where carelessness, error, or misappropriation would result in moderate damage or moderate monetary loss to the organization. The total value for the above would range from \$150,000 to \$1,000,000.

ACCURACY

Probable errors would normally not be detected in succeeding operations and could possibly affect organization-patron relationship, involve re-work, or additional expenditures in order to properly resolve the error. The possibility of such errors would occur quite frequently in performance of the job. May also cause inaccuracies or incomplete information that would be used in other segments of the organization as a basis for making subsequent decisions, plans, or actions.

ACCOUNTABILITY

FREEDOM TO ACT

Moderately directed. Freedom to act is given by upper-level management guided by general policies and objectives that are reviewed by top management.

ANNUAL MONETARY IMPACT

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, savings from new techniques or reduction in manpower.

Very small. Job creates a monetary impact for the organization up to an annual level of \$100,000.



IMPACT ON END RESULTS

Major impact. Job has a considerable impact on the organization's end results. A high level of accountability to generate, manage, and/or control funds within a department and/or total organization.

PUBLIC CONTACT

Extensive contacts with various diversified sectors of the public environment; wherein, the contacts are of extreme importance and failure to exercise proper judgment can lead to substantial losses to the organization.

EMPLOYEE CONTACT

Establishes company culture by setting tone of interactions and communication with senior level internal officials and employees throughout the organization.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Regular use of complex machines and equipment (desktop/laptop computer and software, road and production machines and equipment, driver's license/cdl, etc.)

WORKING CONDITIONS

Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

ENVIRONMENTAL CONDITIONS

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

PHYSICAL ACTIVITIES

The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

Moderate diversity, low physical. Work activities which allow for a moderate amount of diversity in the performance of tasks which are not as varied as those positions with high-level diversity and decision-making.

While performing the functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, reach with hands and arms, talk or hear; occasionally required to stand, walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision; color vision; and ability to adjust focus.



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ADDITIONAL INFORMATION

Directly supervise two employees and indirectly supervise 300-plus employees as it relates to personnel management requirements. Directly supervise 300-plus employees, as it relates to media communication. Carries out supervisory responsibilities in accordance with the County and Sheriff's Office policies and applicable laws.

SIGNATURE SECTION:

This job description has been approved by all levels of management:

HR Director: _____

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee _____ Date _____