



# **Cobourg Police Service – Civilian Job Description**

**Title:                    Communications Officer**

**Section:                Executive Services**

**Supervisor:          Chief of Police**

**Created:               September 2018**

**Revision Date:       October 2019**

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## **General Responsibilities:**

Reporting directly to the Chief of Police, this job is responsible for the continued development, implementation and maintenance of the corporate internal and external communication plan and media relations. Provide advice, recommendations and training to all levels of staff to ensure consistency and support of the Cobourg Police Services' strategic communication goals.

## **Education/Experience/Skills Training:**

- College Diploma or University Degree in Public Relations and Corporate Communications or related field.
- Five (5) years progressive experience in communications role or public relations. Experience in the police services' field preferred.
- Superior verbal communication skills including courtesy, tact, discretion, explanation, interpretation, negotiation, judgement and presentation skill.
- Superior written communication skills including a flexible writing style to meet the varied responsibilities and medium being used; ability to write clean and concise and edit content, structure and spelling with a high degree of accuracy.

- Advanced computer skills including expertise on Internet, GroupWise, Word, Excel and PowerPoint is required. Experience with Microsoft Publisher, Adobe Photoshop, HTML, Graphic Design, Web Design and various social media outlets would be an asset.
- Organization and time management skills, including ability to meet deadlines and work under pressure.
- High degree of professionalism, political astuteness and interpersonal skills.

### **Working Relationships**

- Maintain positive relationships with other levels of government, neighbouring municipalities / counties and their communication departments.
- Develop and maintain positive relationship with local and outside media groups.
- Communicate with the Police Chief, Senior Management, Management and employees to forward and obtain information.
- Work in collaboration with the Town of Cobourg Communications staff.

### **Working Conditions**

- Office environment with some requirement to work hours outside of normal schedule.
- Some travel required
- Regular interruption, competing priorities and time sensitive deadline.

## **Specific Responsibilities:**

The Communications Officer shall:

1. Perform duties in a manner that reflects the Service's Vision, Mission and Values.
2. Collaborates with appropriate internal stakeholders to develop and maintain a corporate communication plan that is aligned with the organization's strategic priorities. Monitors, evaluates and reports on the effectiveness of the plan.
3. Provides strategic communication advice to the Police Chief and management staff to ensure all internal and external communications provide a high quality, balanced, objective and clear message.
4. Undertakes a primary role in media and public relations during emergencies, coordinating clear, effective and timely communications, providing direction and advice on crisis communication.
5. Coordinates responses to media inquiries and interviews and assists employees as required to develop key messages and responses to interviews.
6. Regular attendance at Police Service Board meetings, corporate events and meetings.
7. In support of the Chief and management team research and prepare quality and timely communications and marketing materials including, but not limited to, publications, advertisements, news releases, displays, PowerPoint and related audio-visual presentations, speeches, web content, briefing notes, background articles and other materials as required.
8. Researches, evaluates and selects the appropriate media systems and processes to maximize reach and value of communication.
9. Continued development and evaluation of the Cobourg Police Services social media outlets.
10. Reviews print, electronic and digital media and, as required, updates Chief and Senior Management on emerging communication trends or issues that may impact the Cobourg Police Service.
11. Develops and monitors best practices to identify and recommend opportunities to enhance public consultation and citizen engagement.
12. Responsible for the "Re-Branding" of the Cobourg Police Service image on all platforms.
13. Responsible for the continued development and maintenance of the Cobourg Police Services' website.

14. Participates in the annual budget development process and manages the communication budget to ensure the efficient use of financial resources to support service delivery.
15. Performs additional duties as requested by the Police Chief.
16. Ongoing review with the Police Chief, Committees/Boards, Supervisory staff and volunteers to ensure the exchange of information is done in a positive and effective manner.

**Note:** The responsibilities listed are not set forth for the purpose of limiting the assignment of work. They are not to be construed as a complete list of the many duties to be performed under the position title or those to be performed temporarily outside an employee's normal line of work.