



CLASS SPECIFICATION

Class Code: 60018401
Date Established: 07/2018
Last Reviewed: 09/2022
Last Revised:
FLSA: exempt
Probation: 12 months

DIVISION MANAGER – COMMUNITY ENGAGEMENT

DEFINITION

Under general direction, is responsible for the oversight of the Community Engagement Division of the Washoe County Sheriff's Office (WCSO); serves as the primary representative of community outreach and engagement efforts for the WCSO; and performs related duties as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A bachelor's degree from an accredited college or university in public administration, journalism, marketing, public relations, communications, political science or a closely related field AND three years of full-time project or program management experience in a public relations field or as a Public Information Officer; OR an equivalent combination of related education and experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of appointment.

Possession of, or ability to obtain within six months of date of appointment, current certification on the NCIC/NCJIS criminal history information system.

SUPERVISION EXERCISED

Exercises direct supervision.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Supervise assigned staff, which includes staff selection; assigning, scheduling, and reviewing work; providing training in proper work methods and procedures; providing professional development, coaching, and mentoring; writing performance evaluations; and implementing discipline and conflict resolution procedures when necessary.

Develop, implement, and oversee community engagement projects and programs; identify gaps in community engagement; develop partnerships and strategies with local and regional agencies to address identified gaps to ensure effective community outreach measures for the WCSO.

Serve as primary resource for information regarding policies, procedures, and operations of the community engagement division; handle inquiries on the telephone, via email, and in person; provide information and resolve complaints.

Prepare, administer and monitor assigned budget(s) including recommending and monitoring expenditures for designated accounts, reviewing financial condition of assigned programs, and recommending/initiating corrective action to ensure financial integrity.

Respond during an emergency to the media on behalf of the WCSO, and represent the WCSO in a professional manner on committees, boards, and community meetings.

Oversee the development and implementation of WCSO marketing plans and mass media advertising via social media, website, and mobile applications.

Effectively utilize social media for recruitment purposes; partner with Human Resources to identify trends, establish priorities, and implement the most effective and innovative recruitment tools to expand outreach base.

Manage and oversee the Research & Development Unit to include long term planning with identifying needs, innovative policing, and detention trends in management with technology, equipment and operational needs; research funding for technology, equipment, and operational advancements; test equipment; develop applicable policies and procedures, training and formulation of equipment rollout such as body-worn cameras and drones.

Provide ongoing technical assistance of the Inmate Management System (Tiburon) to include service and informative requests, system updates, and reports.

Identify and articulate organizational gaps, areas of improvement, processes, and procedures most critical to the WCSO; provide input to executive leadership, evaluate alternatives, and make recommendations.

Manage and oversee the WCSO Citizens Corp Program (CCP), the WCSO community work program, the WCSO mailroom, Citizen Corp, and Vulnerable Persons Unit.

Ensure that assigned personnel perform duties and responsibilities in a safe and prudent manner that does not expose them or others to unnecessary harm or risk of on-the-job injury.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Washoe County and WCSO organizational structure, policies, and procedures.

Federal, state and local laws, statutes, codes, and regulations pertaining to the WCSO.

Policies and procedures related to Washoe County marketing and communications to include consistent branding

Local community engagement stakeholders and public outreach platforms.

Software programs, and equipment unique to area of assignment, including NCIC/NCJIS.

Budget development methods and techniques.

Ability to:

Effectively supervise, evaluate, and motivate the performance of assigned staff.

Operate computer software and editing programs used in media communication.

Plan, coordinate, and direct assigned functions and activities with optimum efficiency.

Prepare budget recommendations based on the needs of community outreach operations.

Entry Level: *(Applicants will be screened for possession of these through written, oral, performance, and other evaluation methods.)*

Knowledge of:

Principles and practices of supervision including motivating and coaching employees, training, performance management, and progressive discipline.

Principles and practices of community engagement strategy.

Components of an effective public relations program, including promotion, market research, marketing, and publicity methods and techniques applied to various media.

Fundamental budget development and control techniques.

Principles and practices of program management.

Principles and practices of strategic planning, operational analysis, and process improvement.

Methods and techniques of data collection and report preparation.

Ability to:

Analyze information, identify problems, project consequences of proposed actions, formulate alternative solutions and provide appropriate responses or recommendations.

Evaluate work priorities, procedures, and processes to determine their effectiveness and efficiency.

Interpret and apply pertinent laws, regulations, policies, and procedures.

Analyze and evaluate statistical data and prepare accurate reports.

Communicate in a clear, concise manner, both orally and in writing, using correct grammar and word usage.

Make effective presentations before committees, boards, commissions, and other groups.

Deal effectively with a diverse group of individuals from different socioeconomic backgrounds under stressful situations such as arrestees, inmates, deputies, civilian staff, and the general public.

Maintain effective working relationships with representatives of state, federal and local agencies, professional groups, departmental staff, and those contacted through the course of work.

SPECIAL REQUIREMENTS *(Essential duties require the following physical skills and work environment.)*

Ability to lift up to 20 pounds. Ability to operate a personal computer, printer, copier, calculator, optical imaging equipment, camera and fax machine.

Successful candidates for the WCSO must submit a set of fingerprints and a personal history statement and must pass a background investigation and a Computerized Voice Stress Analysis (CVSA) examination.

This class specification is used for classification, recruitment, and examination purposes. It is not to be considered a substitute for work performance standards.