



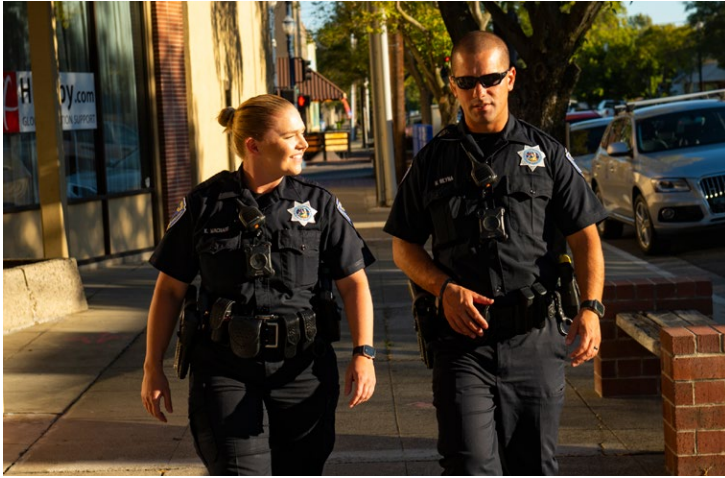
THE CITY OF FAIRFIELD, CALIFORNIA POLICE DEPARTMENT

# Public Information Officer (PIO)



Koff & Associates  
A Gallagher Company





## INTRODUCTION

Are you an energetic experienced media relations professional looking to join an established, cohesive high-performing team of law enforcement leaders? Do you enjoy working within dynamic teams in a city where collaboration and teamwork are leading values? Do you desire a career where you leave at the end of the day satisfied with the work you are doing and the community you are serving? Are you unafraid to step to the fore with empathy and compassion and take on the day-to-day challenges of public relations in our current environment? If this is you, the City of Fairfield California, CA Police Department is looking for a Public Information Officer (PIO) to join their team! Under the leadership of the Chief of Police and Support Services Captain, the PIO will be instrumental in taking the City of Fairfield to the next level in community relations; making it a benchmark for other cities to follow.

## COMMUNITY

The City of Fairfield, the heart of Solano County, is a growing community situated at the northeastern portion of the San Francisco Bay Area, halfway between San Francisco and Sacramento and close to Napa and Sonoma. Fairfield bridges the gap between the San Francisco Bay Area and the Sacramento metropolitan region. Bordered by picturesque farms and vineyards, with 24 parks, numerous bike trails and 2 golf courses, Fairfield is a great family-oriented community with ~117,000 residents and a land area of 37.7 square miles. It is home to many businesses including Blue Apron, Jelly Belly, Anheuser-Busch, Just Desserts, a regional shopping center, a large auto center, and Travis Air Force Base. A vibrant and diverse community with respect for its heritage and a vision for the future, the City of Fairfield boasts prime commercial real estate locations, room for growing businesses, and a large, talented work force. Affordable housing, good schools and close proximity to many of the San Francisco Bay Area's world-famous destinations make Fairfield attractive for everyone.

The City prides itself in its commitment to maintain a balance between its lush agricultural valleys and scenic hills, and its responsibility to expand employment opportunities to ensure the City's continued economic viability. The Napa and Sonoma wineries lie an hour to the west, and Lake Tahoe two hours to the east. The City enjoys a temperate climate, and cooling sea breezes mitigate summertime heat.

## CITY GOVERNMENT

The City is a general law city and was incorporated in 1903. It has a Council-Manager form of government with a separately-elected Mayor and six Council members elected at-large with staggered four-year terms.

The City Council appoints the City Manager who in turn appoints all department heads. The City is organized into nine departments: Public Works, Police, Fire, Finance, Human Resources, Community Development, Housing, Information Technology, and Parks and Recreation. The city provides a broad range of services including police and fire protection; construction and maintenance of streets, parks, storm drains and other infrastructure; recreational and cultural activities, including two 18-hole championship golf courses; and administrative support services.

## THE POLICE DEPARTMENT

The Fairfield Police Department is committed to working in partnership with our community to reduce harm by advancing safety, service and the quality of life in Fairfield. The department is organized into two bureaus: Operations and Support Services. The Operations Bureau consists of the Patrol, Traffic, and Investigations Divisions. The Support Services Bureau consists of the Administrative Services, Community Services, and Records & Dispatch Divisions. The PIO will fall under the Support Services Bureau.

### Adopted Police Department Core Values

- **Professionalism:** Our legitimacy depends on our conduct and demeanor being exceptional
- **Respect:** We treat people with dignity and without bias and will honor our obligation to serve
- **Integrity:** We do what is right with the highest measure of honest and ethical conduct - TRUST
- **Dedication:** We are committed to collaborative problem solving to reduce harm in Fairfield
- **Everyone:** We work with all people, with empathy, respect, and dignity

## THE PIO POSITION

### Major Function and Purpose

The PIO will create, plan, organize, coordinate, and implement the public information program within the Fairfield Police Department; provide expertise in program elements for the organization; and perform a variety of professional and technical level tasks relative to assigned area of responsibility.

### Duties

- In consultation with department management, develop and execute the Fairfield Police Department's strategic communication and public outreach plan to promote initiatives and priorities of the department
- Provide advice and support to staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assist department management in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity
- Plan, develop, coordinate, oversee, and implement the department's written, oral, and multimedia communications with the public, the news media, social media platforms, and City staff
- Assist in the implementation of efforts designed to ensure diverse members of the community understand the programs and services of the department and to provide two-way communications programs
- Assist staff on appropriate written, oral, and multi-media communications; prepare talking points, key messages, media alerts, public announcements, presentations and other informational materials related to public information



- Organize and update emergency public information communications strategies during local disasters or other crisis situations; may participate in an active emergency operation center (EOC)
- Prepare and deliver oral presentations; compose press releases; develop various department informational/promotional materials utilizing a variety of communications media; assist in updating and providing new information to the department's webpage; may produce a periodic informational video for local access television
- Answer questions and provide information to the public; research complaints and recommend corrective action as necessary to resolve complaints; analyze situations quickly and objectively and determine proper course of action
- Respond to requests for information and coordinate its dissemination to the media, community groups, and the general public or designate another information source; act as media liaison on all subjects relating to department services and programs
- Develop, implement, coordinate, and participate in outreach activities with community groups, businesses, and the general public, including participation in various community events/fairs, administration of the department's speakers' bureau, and oversight of customer survey activities
- Research, compile and prepare reports and documentation on program activities; analyze programs and develop corrective actions, maintain records of findings and corrective actions; prepare periodic status reports
- Participate in program budget preparation and administration; prepare cost estimates for budget recommendations; submit justifications for public information activities; monitor and control expenditures
- Plan, prioritize, assign, supervise and review the work of office support staff and members of the PIO/Social Media Team related to program activities
- Track community engagement growth and effectiveness of social media strategies as well as monitor trends in engagement, public sentiment or other critical matters
- Manage and supervise the police department's PIO/Social Media Team
- Develop and implement a common message and consistent branding of the City and the police department
- Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service

## THE IDEAL CANDIDATE

The ideal candidate will be an experienced dedicated, innovative, and proactive media relations professional who possesses outstanding team-leading skills, high integrity, solid ethical standards, and can exercise appropriate independent judgment. The successful candidate will have strong public speaking and interpersonal communication skills. The ideal candidate will be highly collaborative and successful at cultivating and maintaining effective working relationships with their teams, the community, media outlets, and other agencies. The ideal candidate understands the dynamics of policing in the 21st Century and is exceptional in the art of expressing Fairfield PD's message to the community through all available outlets. The ideal candidate can work in a fast-paced environment, and be able to respond quickly, appropriately and thoroughly to the Police Departments' communications/information needs. The ideal candidate leads by example and delivers outstanding customer service with compassion and empathy at all times.

### Knowledge/Skills/Abilities:

- Principles, techniques and objectives of public information and communication as applied to the law enforcement function in a local government agency
- Techniques and methods used in evaluating the effectiveness of a public information program.
- Techniques and strategies for preparing, producing, and disseminating information to a variety of audiences and through various communication methods including social media and online communication outlets
- Current social media and online communication applications and the technical capabilities of each application to disseminate information
- Principles and practices of contract administration and evaluation
- Web production and management
- Emergency and crisis management techniques and practices
- General operations, legislation and legal issues involved in cable television, video production and programming
- Accepted principals, techniques and practices of local government administration including organization, planning, work measurement, budget development and monitoring, personnel evaluation, and supervision to staff
- Regulations, laws and strategic circumstances of the release of law enforcement related information
- City and departmental policies and procedures



### Ability to:

- Plan, organize, and coordinate the activities of a comprehensive communications and public relations function in a law enforcement environment
- Respond to citizen and media requests in a courteous, timely, and effective manner
- Make effective public presentations
- Manage a variety of administrative operations, functions, and projects
- Interpret and apply laws, regulations, policies, and procedures related to communications and public relations in a municipal environment
- Analyze complex problems, make decisions rapidly within the scope of authority and recommend solutions and strategies to management staff
- Communicate effectively, in a clear, concise, and effective manner, both orally and in writing
- Compose social media posts, news articles, speeches, radio and TV scripts, newsletters, reports, and letters
- Conceptualize, develop, and implement major public information marketing programs through media and social media campaigns
- Operate computer software such as desktop publishing, presentation software, graphic design, spreadsheets, and databases
- Design, develop, and manage web pages
- Assist in the development and monitoring of an assigned program budget
- Maintain composure in stressful situations, competing or conflicting demands, ambiguous assignments, interruptions, and distractions
- Develop and provide periodic training to department personnel regarding contact with the public and communications media
- Provide technical and functional supervision to assigned office support staff
- Ability to respond during non-traditional or non-scheduled working hours when a critical need arises
- Hold press briefings/conferences and conduct on-camera interviews with local, regional and national new representatives
- Handle multiple work assignments and meet strict deadlines

### Key Attributes and Characteristics

- Humble, Collaborative, Approachable. Willing to encourage and actively listen to the ideas of others
- The ability to be analytical and act strategically; flexible and adapts well to changing priorities
- Strong sense of self; politically astute
- A leader that can manage and develop a culture of team-work and strong customer service
- Good sense of humor and ability to see light through the darkness

### MINIMUM QUALIFICATIONS

A Bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing, public administration, or a related field is required. Four years of increasingly responsible professional experience in public relations or communications in a public or private sector organization is required. Experience in a law enforcement environment and supervisory experience is highly desirable.

### COMPENSATION AND BENEFITS

#### Salary Range: \$103,226.24 - \$125,471.84 Annually

Placement within the stated range will be based upon the selected candidate's experience and qualifications.

This position is collectively bargained and within the Fairfield General Management Association (FGMA). The City offers a robust benefit plan, including:

- CalPERS pension eligibility
- Generous contributions to medical, dental and vision plans
- Optional health and dependent care FSA plans
- 13 paid holidays
- 144.86 hours of personal leave (cashable) annually, plus vacation and sick leave
- Tuition reimbursement up to \$4,000 annually
- City-paid life insurance and contributions to deferred comp and retirement health savings
- City-paid Employee Assistance Plan (EAP)
- Click [here](#) to view the complete Benefit Summary plan for this classification.

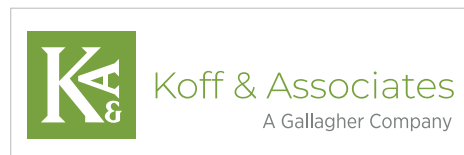
### APPLICATION & SELECTION PROCESS

Position is Open Until Filled with **First Review of Candidates January 14, 2022.**

Candidates must submit an online application by 5:00 p.m. of the closing date. If you have any difficulties submitting your online application, please call NeoGov's Applicant Support Line at (855) 524-5627.

Apply Here: <https://www.governmentjobs.com/careers/fairfield?page=1>

For additional information, please contact:



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Based on the information provided in the application documents, the best-qualified applicants will be invited for further examination. All applicants meeting the minimum qualifications are not guaranteed advancement through any subsequent phase of the examination. Depending upon the number of applications received, the examination may consist of an application screening, written and/or practical exam, oral interview, or any combination. Due to the sensitive and confidential nature of the position, successful candidates will undergo a thorough background investigation that includes reference checks, polygraph interview, and pre-employment medical examination.

If you feel you will need a reasonable accommodation for any portion of the testing/interview process, please contact Human Resources at (707) 428-7394 at least 1 week prior to the application deadline or examination date.

