

SJPD MEDIA RELATIONS UNITS GUIDELINES



[Duty Manual Policy Reference Materials C1900-C1906](#)

The Department recognizes the mutual need for immediately releasable information in all cases of crimes or incidents of material importance or concern to the news media, notably those involving arrest and incarceration.

The Media Relations Unit was established in the Office of the Chief of Police to act as liaison between the Department and the media. Media requests should be coordinated through the Public Information Officer (PIO). Pursuant to DM Section C 2202, the PIO shall coordinate requests for records with the Commander of the Research and Development Unit, Office of the Chief. During non-operational hours of the Media Relations Unit office (primarily after 4:00 p.m. weekdays, Saturdays and Sundays), the following protocol will be adhered to by department members in reference to inquiries about "in-progress" events from the media:

Instruct members of the media to contact the PIO's via e-mail, or in a critical incident emergency situation, the on-call phone at (408) 409-5339.

MEDIA RELATIONS UNIT CHAIN OF COMMAND

The Unit Commander supervises the public information sworn Officer and one non-sworn employee. In the absence of a Sergeant as the Unit Commander, the sworn Officer will be acting Unit Commander.

The Unit Commander is also responsible for supervision of the non-sworn Webmaster, the non-sworn Creative Services Manager and the sworn Officer assigned to Creative Services.

The Unit Commander (Sergeant position) reports directly to the Chief of Police, or the Assistant Chief of Police, as determined by the Chief. The MRU Commander does not report to an existing Lieutenant or Captain.

If the Unit Commander and sworn officer are not available, the responsibility of communications to the media will be assigned to the non-sworn employee under the supervision of the Assistant Chief of Police.

GENERAL PROVISIONS

MRU members will be attired in a professional manner as outlined in SJPD Duty Manual Policy L 7601. Officer's clothes will be neat and clean and will consist of one of the following:

- Males:
 - Business suit and tie
 - Sport coat, slacks, and tie
 - San José Police Department regulation uniform (sworn only)
- Females:
 - Appropriate businesslike attire
 - San José Police Department regulation uniform (sworn only)

Exceptions to this regulation may be authorized by the Unit Commander.

Availability

Members of the MRU will always carry their assigned City cellular phone, unless specifically cleared for time off or otherwise marked unavailable (U/A) with the Unit Commander.

The Unit member assigned with the "on-call" status will notify the Unit Commander and other Unit members of serious events that have occurred or are unfolding. Based on the type of event, the Unit Commander may call back all Unit members to have them respond and assist.

If the PIO's are unavailable to provide the member of the media with an on-camera interview, they can be referred to a Collateral Public Information Officer, or the on-duty area Commander of the Division where the incident is occurring. The area Commander will then contact the media representative in a "reasonable amount of time" to assist them in determining the significance, or lack thereof, of the incident in question. When the area Commander deems necessary, or receives several inquiries into the same incident, they will provide a synopsis to the MRU Commander and a SJPD_PIO Twitter post (see Twitter section) shall be made with pertinent facts, and a press release will be prepared in compliance with Government Code 6254(f). As appropriate, the Media Relations Unit will coordinate with the responsible investigative unit and create an updated release. It is also expected that the area Commander, or a Collateral Public Information Officer, will provide "on-scene" media members with a basic interview (verbal or on-camera) about the known details of the incident. This does not preclude on-scene department members from requesting assistance, to include response to the scene, from Media Relations Unit members.

The assigned investigative unit, after consultation and agreement by the Chief of Police, has final authority in determining what information is released in reference to a specific "ongoing" investigation. Media requests regarding on-going investigations shall be referred to the Deputy Chief of the Bureau of Investigations or the on-duty Commander of the appropriate investigative unit. The Department's PIO is on-call through Communications seven days a week and is available to department members for coordination of media releases or response to major incidents such as officer-involved shootings and homicides.

Collateral Public Information Officer Program

If active Media Relations Unit members are unable to respond to the field, or otherwise unavailable, a Collateral PIO may be requested to deploy to the field to respond to media inquiries. Collateral PIO's that are actively on-duty will be considered before those who are off-duty as a cost saving measure.

Collateral PIO's are former members of the Media Relations Unit or sworn department members who have received training in media relations and have been approved to speak on behalf of the Department at critical incidents or other media events by the Office of the Chief, or the Media Relations Unit Commander.

TYPES OF REQUESTS

- Critical Incidents and "In-Progress" Event Inquiries
 - Life-threatening Incidents (major accident, stabbing, shooting, etc.)
 - Homicides
 - Officer Involved Shooting, Officer Injury, other O.I.I.
 - School/Area evacuations due to Public Safety concern
 - Any additional incident that requires a large-scale response by the department or coordination with another department, and,
 - Incidents where there are two or more inquiries from separate legitimate media sources.

- General Inquiries
 - Interviews with Department personnel or Chief
 - Follow up on cold cases, end-of-year statistics, and events
 - Crime prevention tips and community policing topics
 - Status of internal or criminal investigations of Department personnel, or issuance of disciplinary actions, administrative leave, or incidents that are pending litigation (See PC 832.7-832.7, and contact City Attorney)
 - Other inquiries requiring a Department statement from the Chief of Police.

- Internal Requests
 - Information requests from other City Departments (e.g. CMO, CAO, Council)
 - Press Release from a specific SJPd Unit to highlight a good Arrest/case, or request for assistance from public
 - Draft a PR, add pictures, and have it approved through the chain of command prior to publishing

- Public Records Act Requests
 - All other types of information to be released to the public will be coordinated through the Media Relations Unit and the Commander of

the Research and Development Unit, during normal business hours, prior to being referred to the appropriate unit for response. Examples of these types of information are as follows:

- Department policy
- Statistical, budgetary, and departmental planning, recruitment, training, and personnel
- Major crimes and narcotics
- Gambling, prostitution, and pornography.
- See C 1906 INQUIRIES ABOUT OPERATIONAL POLICY

RESPONDING TO REQUESTS, RESPONDING TO THE FIELD, & NOTIFICATIONS

Public Record Act Requests

After vetting the request, a copy of the emailed request will be forwarded to the Commander of the Research and Development Unit and his appointed staff members that process said requests. The requestor may also be referred to the City “Request for Public Records” portal on the [City website](#).

Critical and In-Progress Event Inquiries

During working and after-hours, PIO’s can self-initiate a Twitter post, create a press release, or respond to in-progress incidents that will generate media interest. If incidents generate ██████ requests on the same topic from official local media outlets, the on-call PIO may respond to the field or generate a Twitter post to disseminate basic facts of the incident. Check if there is a deadline or exigency from the media source making the request, confirm that the event is in our jurisdiction, and collect pertinent details of the event.

Verify information that is releasable per the Investigative Unit Commander or on-duty Watch Commander and craft a tweet for the MRU official Twitter account, [SJPD PIO](#).

The Tweet should consist of basic information that is designed to get the information out quickly and in real-time, creates interaction with the public (avoid the area, evacuate, shelter in place), allows for the audience to be expanded by retweets and shares, and is well crafted with no errors in spelling or grammar, and is factually correct. See the Twitter Section for more.

Responding to the Field

PIO’s will respond to the field for critical incidents or incidents that generate large-scale media attention. This includes, but is not limited to:

- Officer involved shootings and Officer injuries resulting in being admitted to the hospital
- Protests/Riots and other large-scale disturbances (See below)
- Terrorist events or mass casualty incidents

- High profile incidents that are multi-jurisdictional in nature

The PIO can disseminate basic information about the incident via Twitter and should designate a media area near the scene of the incident to provide statements, updates, or further interviews as dictated by the incident or media scrutiny.

During civil disturbances, at least one sworn member of the MRU is required to be present, or available, at the Command Post to assist with the dissemination of information related to curfew orders or dispersal orders.

If a curfew order is expected to be implemented due to public safety needs, sworn members of the MRU will work in partnership with the Director of Communications (or designee) from the Office of the City Manager, the Office of the Mayor, and elected officials to disseminate the order across all social media platforms in English, Spanish, and Vietnamese.

In the event of a public safety emergency, natural disaster, or other large-scale incident in which the City activates an Emergency Operations Center, at least one member of MRU will maintain communications with the EOC, and will respond if appropriate. MRU staff will work with the assigned on-duty Patrol Captain (or their designee) and coordinate with representatives from the Office of Emergency Management, Police Command staff, the City Manager's Office, Public Works, and PRNS departments to disseminate appropriate information regarding curfew laws, dispersal orders or other pertinent information using the City's existing public messaging system.

If an Emergency Operations Center is not activated by the City, MRU will disseminate appropriate information regarding curfew laws, dispersal orders or other pertinent information using SJPD managed social media platforms. The information from the post will be shared with the Director of Communications (or designee) from the Office of the City Manager, the Office of the Mayor and elected officials.

Other Reasons to Respond to the Field

Other than the previously listed reasons, deployment to the field will ultimately be the decision of the Media Relations Unit Commander and will be coordinated with the PIO that is on-call during the incident. If an MRU PIO responds to the field, the PIO shall have a portable radio/handpack, and notifications should be made to the area Commander. If reasonable to do so, a notification and/or invitation should be made to the Mayor and/or Councilmember whose district is affected.

Information regarding major accidents, crimes or activities in progress should be obtained from the area Commander of the division of occurrence or his designee. Department personnel who are contacted by the media at the scene of an "in-progress" event should always refer them to the Media Relations Unit. If the media representative persists, officers will refer media to a supervisor or area Commander. Generally, the press should be provided with what has occurred or is occurring. Field Command officers are responsible for ensuring that a notification to the Media Relations Unit is completed for major field events such as fatal traffic accidents, homicides, hostage/barricade situations, or other critical events that have the potential to generate media inquiry.

The following are guidelines for dealing with the press at the scene of major accidents, crimes, or activities in progress. Check with the Bureau Unit Commander under which the case will be investigated to compile releasable information. Release only the following information:

- WHAT: Do give a brief, accurate account of what is happening or has happened.
- WHERE: Do provide this information.
- WHEN: Do provide this information, but only if you know it is accurate.

[REDACTED]

[REDACTED]

[REDACTED]

General Inquiries

Members of the media regularly make general inquiries that do not have exigent deadlines, or request information that will require extensive research or a Public Records Act request to fulfill.

These inquiries should be acknowledged [REDACTED] and ask for clarification if needed. The request will be forwarded to the appropriate Unit for information and follow-up or answered with basic information PIO's can provide [REDACTED]

If the request is received after-hours, the inquiry will be processed on the next business day.

Inquiries regarding the status of internal administrative investigations, criminal investigations of Department personnel, issuance of disciplinary actions, status of administrative leave, or incidents that are pending litigation (See PC 832.7-832.7, and contact City Attorney) need to be vetted by the Assistant Chief, or the Internal Affairs Commander. Typically, no statements are provided for ongoing investigations, cases pending litigation, or other internal investigations that would violate the employees right to privacy, or the Peace Officers Bill of Rights.

Requests for interviews with Department personnel of the Chief of Police will be processed according to the MRU Unit Commander's determination on importance of the topic, and scheduling availability with the Office of the Chief.

Internal Requests

The Media Relations Unit often receives specific informational requests from other City Departments and elected officials. These inquiries should be acknowledged via e-mail to confirm receipt and ask for clarification if needed. The request will be handled within

the Media Relations Unit, and the Unit Commander will be responsible for assigning the request to a MRU staff member or processing the request themselves by gathering the appropriate information and responding.


The response to the request shall be processed in a timely manner, and if received after-hours, the inquiry will be processed on the next business day.

Internal Notifications

When receiving a notification of critical incident from Communications (Homicide, OII), the on-call MRU member will make additional notifications to the Unit Commander. The Unit Commander will notify the Assistant Chief of Police, and any other pertinent department members associated to the incident that may not be in the MRU chain of command. Although this may duplicate notification efforts by Communications or Commanders at the scene, it ensures that everyone is aware of the incident and working towards proper coverage.

Press Notifications

When a press release is posted and shared on Twitter, the on-call MRU Officer will send a notification e-mail to the following:

- Detectives and/or Unit Commanders which the press release directs the public to contact with more information.
- 
- A BCC email to NEWS DESKS contact list with a link to the press release. This may include a message about PIO availability for on-camera interviews.

TWITTER USE, POSTS, AND MANAGING OTHER SJPD SOCIAL MEDIA NETWORKS

Twitter and other Social Media posts are useful tools in the rapid dissemination of information for planned and in-progress newsworthy events.

Media Relations Unit Twitter


The SJPD_PIO Twitter page is used to post press releases, Tweets regarding noteworthy arrests and firearm seizures, preplanned events, as well as real time updates to in-progress investigations that include, but are not limited to:

- Homicides
- Fatal Collisions
- Life-threatening collisions
- Life-threatening assaults with deadly weapons
- Officer Involved Shooting, Officer Injury Requiring Hospitalization
- Dispersal Orders (protests/riots), Orders to Evacuate or shelter in place, curfew orders, and other Emergency notifications (See 'Other Duties as Assigned' section)
- Other police related incidents that generate media inquiry

Twitter posts have a limit of 280 characters and can be made as a single “tweet” or in a thread, and if done so, can be numbered. Posts should have an image placeholder attached (“Fatal Collision”, “Police Activity”, “Homicide Investigation”) to the first tweet. These images are available [REDACTED] and can be updated as needed with the assistance of the Creative Services Unit.

Example Twitter post:

← Thread


 San José Police Media Relations ✓
@SJPD_PIO

Units are currently at the scene of a shooting in the area of Lundy Av and Berryessa Rd.

One victim with a non-life threatening injury has been transported to a local hospital.

Unknown suspect or motive at this time.

TOC 8:26 PM



9:33 PM - Apr 18, 2022 - Twitter for iPhone

||| View Tweet analytics

11 Retweets 1 Quote Tweet 30 Likes

Reply Retweet Like Share

 Tweet your reply Reply


 San José Police Media Relations ✓ @SJPD_PIO · Apr 18
Replying to @SJPD_PIO
2/ Adult male victim

Reply Retweet Like Share

 Add another Tweet

Prior to posting any information on Twitter, the PIO on-call will be notified of the incident and verify the information with the area Commander, the Bridge, monitoring radio traffic of the event, or by accessing NetViewer to view the CAD event.

Tweets should have the basic information related to the event which includes:

- Numbered tweets when it requires a thread 1/, 2/, 3/, etc.
- The type of call that Units initially responded to
- The location 
- The time of the initial call (TOC)
- Injuries (life-threatening, non-life-threatening, deceased at the scene, transported, and declared deceased at a local hospital)
- Road closures or traffic diversions
- If updates are appropriate, make a note to have further updates if and when they become available. (Example: 3/The victim was stabilized after being transported to a local hospital and has non-life-threatening injuries, etc....)
- Suspect information, if any. Also note lack of suspect information.
- Use an image or approved icon provided by the Media Relations Unit that is appropriate for the tweet. (e.g., Police Activity, Traffic Fatality, Homicide Advisory, News Release)
- Use a trending hashtag “#” if appropriate to the level of interest in the incident (e.g., #BabyBrandon, #AAPIHeritageMonth, #VTAShooting)
- Post no information that jeopardizes the integrity of the investigation, or otherwise draws conclusions of motive, number of shots fired, etc.

San José Police Department Social Media Accounts

Content, including videos, and other media produced by the Department that targets the community and are of public interest shall be primarily disseminated via the Department’s Facebook, Instagram, YouTube and Twitter account (@SanJosePD). This will include, but is not limited to:

- Memorials for Fallen Officers
- LGBTQ+ Outreach
- Community Events with Department personnel involvement (Viva Calle, National Night Out, Veteran’s Day Parade, etc.)
- Posts honoring holidays or theme months/weeks (Veterans Day, Hispanic Heritage Month, AAPI Heritage Month, Traffic Safety Week)
- Academy Activity (Day zero, inspections, graduation)
- Retweets/Reposts from SJPD_PIO and the Chief’s newsworthy posts
- *Anything Animal/Pet related* that coincides with Department investigations and has photos of animals/pets
- Crime Prevention Tips
- Collaborations with service providers
- Material the reinforces the Department’s goals, values, image in the community, and ongoing programs at the Department.

This material release will be coordinated with the assistance of the Creative Services Detail. BWC Footage is not to be released unless associated to an Officer Involved Incident (OII) or deemed an "Incident of Extraordinary Public Interest".

In addition to these topics and accounts, the department has also authorized official SJPD Recruiting and SJPD Communications (Dispatch) social media pages. These pages are managed respectively by those units, and do not fall under direct MRU management, but will be checked for content and conformity with Department standards.

Additional social media accounts for Units, Divisions, or Bureaus may be authorized after approval by the MRU Unit Commander with final approval from the Office of the Chief. After approval, said pages and content management will be the sole responsibility of a designated person from the requesting Unit, Division, or Bureau. If the designated page and content manager is transferred or otherwise unable to continue page management, the responsibility shall be transferred to another designee from the same Bureau, or the page shall be deleted within 30 days.

CREATING PRESS RELEASES

C 1904 INFORMATION RELEASE CRITERIA Revised 07-02-15

The information released should, to the extent available, include all the information the Department is required to release pursuant to DM Section C 2205 (Police Records Exempt from Disclosure). Names of minors who have been arrested or detained who are subject to the Juvenile Court's dependency or ward jurisdiction, or who are the victim in a criminal investigation under the Child Abuse and Neglect Reporting Act, are not to be released, per DM Section C 2208 (Information or Records Exempted or Privileged from Disclosure Under Other Law). The press should be told that the case is currently under investigation and that more complete information may be obtained from the Media Relations Unit or the Deputy Chief of the Bureau of Investigations during normal business hours.

Press Releases and Use of Internal System

Press Releases are an integral part of the Department's communication with the public and media regarding newsworthy events, notifications of arrest, and cases that generate public interest.

MRU uses [REDACTED] press release system that was purchased in 2020. The internal system archives and displays press releases, documents, pictures, and other content on the public facing SJPD.org website, as well as managing the Department Intranet home page. It will also send e-mails (e-notification) of all press releases to those who have subscribed to our Media Relations Unit "News and Announcements" section. The system is also capable of sending Tweets with a link to the press release on the [SJPD PIO](#) Twitter Account.

There are four different reasons to publish a press release:

1. All homicides, homicide arrests, and traffic fatalities
2. At the request of a specific Unit to provide public notification of arrest (SAIU, Robbery), or request the public's assistance on a cold case.
3. Provide information on events or Department initiated campaigns (National Night Out, DUI Checkpoints, Shop with a Cop, Safe School Zones)
4. Other newsworthy items deemed appropriate by the MRU Unit Commander or the Chief of Police

Press releases shall be drafted in a timely manner and forwarded through the appropriate chain of command for final approval. Once approved, the press release will be published on the website, and an e-mail shall be sent to the appropriate unit investigators to notify them that the press release is live.

An additional e-mail containing the link to the press release will be sent to local News Desks, and Media Advisory e-mail lists (in PIO Group drive).

[REDACTED]

[REDACTED]

Use of Mugshots

As of January 2024, a law regulating law enforcement's use of mugshots in social media took effect. [California Assembly Bill 994](#) prevents law enforcement agencies from publishing or sharing mugshots of criminals arrested for non-violent crimes on Department managed Social Media pages for more than 14 days. This is in accordance with section 13665 of the CA Penal Code.

The MRU Commander will be responsible for review and implementation of all legal regulations that effect public dissemination of information on behalf of the Department.

PRESS CONFERENCES

The Media Relations Unit will organize, notify, and manage press conferences with the assistance of the Creative Services Unit.

There are generally four reasons to hold a press conference:

1. Officer Involved Incident Community Briefing
2. Announcements pertaining to Departmental changes
3. Special Events or Department initiated campaigns
4. Other newsworthy items deemed appropriate by the MRU Unit Commander or at the direction of the Chief of Police

Press conferences are labor intensive events that require coordination between the Chief's office, MRU, Creative Services, and additional BOI Units that may be involved. Most press conferences will be held in PAB Room 314, but occasionally, it may be more

appropriate to host them outdoors or near an area of public interest (flag raising ceremony, fatal traffic collision). Ensure that all persons admitted to the Department campus have an official press pass, or official credentials from their media outlet. ■

The MRU Commander will be responsible to notify members of the media to ensure that they will be present, coordinate with Creative Services to confirm if the event will be live streamed on the Department's social media or recorded and posted at a later time, coordinate with the appropriate investigative unit or the Office of the Chief and draft an operational plan and timeline for the event. There is also the possibility of coordinating with the victim(s) or surviving family members of the victim(s).

Press conferences are dynamic, and often require scripting of message to be relayed to the public. The MRU commander will work with the Office of the Chief or the appropriate Unit to ensure the Chief's script contains proper messaging to reinforce the Department's goals, values, and image in the community.

Organizing a Press Conference:

1. Logistics

- a. Notifications to News Desks of Press Conference (morning of event or day prior if timing is the next early morning)
- b. Notifications to all staff via e-mail if press conference is held outside.
■
- e. Notification e-mail to Command staff to invite to attend press event (Week of event) from MRU Commander.
- f. Notification and invitation to Mayor and/or Councilmembers whose district is affected; particularly if conference is held offsite in their district.
- g. Notifications email to All personnel with email explaining purpose of press conference and share encouraging words and pertinent documents (day of event) ■
- h. Coordinate with Creative Services Detail for sound, lighting, cameras, and additional staff needs (1-2 weeks prior to event)
- i. Coordinate with Facilities management for podium, and other equipment as needed (Week of event)

2. Messaging, Language, and Review

- a. Draft Speaking points and potential Questions and Answers
 - i. Have a first reading of all materials with Chiefs 3-4 days prior
 - ii. Have a 2nd reading and mock speech 1-2 days prior with edits
 - iii. Have Q&A session 1-2 days prior with all speakers involved
- b. Draft notification email message for Command staff, and 2nd message/reminder to all personnel (if needed)
- c. Draft additional documents: new policy proposals, multi-step plans, etc. Have planning sessions pre-scheduled with Chiefs.

- d. Draft speaking order and send to all parties involved (Electeds, Chiefs, guests)
- e. Share drafted documents with involved parties (CMO, Electeds, IPA)
- f. Have copies of shareable information for press attending conference

CRITICAL INDICENT DEBRIEFS

The Media Relations Unit is also responsible for creating and presenting Critical Incident Community Briefing videos, or other Department content. The Creative Services Detail will directly request assistance from the MRU Commander, and they will assist or delegate the duty based on availability and scheduling. The video shall contain a statement of facts that provides an accurate timeline of the incident, and should not offer any opinions, or unsubstantiated statements.

All Critical Incident Debrief Videos are a collaborative effort between the Office of the Chief, Research and Development Unit, The City Attorney's Office, the Body Worn Camera Unit, and Creative Services.

The videos will include edited video with highlighted or augmented segments to specifically show the actions of suspect(s) and Officer(s) preceding and during the incident (e.g., highlighting a firearm being discharged in the hand of a suspect, a zoomed in image of the Officer's point of view from body worn camera). The video shall also contain the entirety of the raw unedited footage of the incident (other than redacted portions as determined by law) at the end of the video. The complete video shall be posted to the SJPD Critical Incident Debrief YouTube Channel and linked to the SJPD.org webpage.

The release of Critical Incident Debrief Videos is to occur within 45 days of the incident per Assembly Bill 748. The law requires the release of recordings from body-worn cameras within 45 days of an incident, including if officers fired shots or if a use-of-force causes death or great bodily harm. However, in cases of extraordinary public interest (Duty Manual C 2205.1) the Department shall produce a video immediately following the incident, which will include raw footage. The Department will balance the need to maintain the integrity of investigations with the need for transparency and sharing of information with the public on a case-by-case basis.

WEBMASTER

Web Systems Manager Summary of Duties

The Web Systems Manager leads the management and improvement of the department websites while maintaining adherence to Federal requirements for ADA compliance, accessibility, security, data quality, and technical standards compliance. The Web Manager explores and recommends software functionality to meet the needs of the department. She/he leads the process of maintaining the website, identifying any additional functionality to make it more useful and sophisticated, and implementing any revisions or redesign. She/he identifies and implements best practices for website maintenance, enhancement of functionality, updating of content, and emergency repair. From time to time, the Web Manager also redesigns websites, develops creative and artistic designs, supervises and coordinates teams of content authors, contractors, programmers, vendors, and technical experts.

Day to day duties and tasks related to web work may include but are not limited to the following:

Website design, database administration, web development/programming, contract administration, vendor relationship management, project management, budgeting and purchasing, software quality assurance and testing, employee training, testing and optimizing web performance, server response times and page load times, search engine optimization, reviewing server log files, updating web content, creating images for the web, editing video, creating forms, designing databases, programming web applications linked to databases, monitoring server security, system alerts and web analytics data, developing and maintaining automated systems to publish scheduled web content automatically, creating web applications to publish web content and syndicate to social media, manually posting social media (Facebook, Twitter, YouTube), create and manage RSS feeds to allow others to syndicate content on our website, evaluate new web software solutions and products, develop RFPs for content management system, purchase online services (email, forms), develop third-party web systems integration, submit purchase requisitions, purchase and manage domain names, purchase and install SSL certificates, install and test server software, specify, purchase, configure and manage new servers, coordinate firewall requirements with network group, analyze server health and performance and submit helpdesk tickets when server systems suffer, manage and refine website search appliance, train users how to use web CMS system, manage user login credentials and access permissions, monitor website email from residents, develop web taxonomy and site navigation and information architecture/hierarchy, manage volunteer interns, perform link checks and repair broken links, edit and develop CSS rules, program JavaScript, jQuery, JSON, ASP, ASPX, C#, VBScript, TSQL, XML, XSLT, transcode video for the web,.

Level of Decision Making: This is a highly technical management position that is largely independent, requiring a great deal of autonomous judgement and decision making with

direct supervision by the MRU Commander, while working in coordination with the Director of the Bureau of Technical Services. The work performed involves complex systems, programming languages, IP network topologies and security infrastructures, troubleshooting skills and experienced technical problem-solving abilities.

The Web Systems Manager often walks a “dotted line” in the command structure, receiving requests and input from and responding directly to middle and executive management. She/he also works closely with end-users on a day-to-day basis to provide training, gather requirements, and develop ideas to bring concepts to life on the web. In addition, the web manager occasionally interacts directly with the public, responding to telephone inquiries and contact emails.

[REDACTED]

[REDACTED]

MEDIA RELATIONS UNIT OTHER DUTIES AS ASSIGNED

Media Relations Unit members will also be available to participate, staff, and take photos and videos at special events; especially those with the Chief of Police in attendance. Occasionally, this will include working as a sworn security detail to the Chief and the group accompanying the Chief. MRU staff members should be dressed in professional attire and carry police identification at all times. Sworn members of MRU shall comply with duty manual policy C 1447.

The Insider publication is a bi-monthly internal Department newsletter that is currently assigned to the Media Relations Unit. Content and creation for the Insider is the responsibility of MRU and will continue based on staff availability. Photos from special events and other community policing opportunities will be used for posts on social media or internally through the Insider publication. The Insider's purpose is to professionally keep personnel apprised of events, training, job opportunities, and other pertinent topics while contributing to the overall esprit de corps and morale of the Department.