



# Police Community Engagement Specialist

Class Code:  
240-38

Bargaining Unit: Non-union Non-Exempt

CITY OF APPLETON  
Established Date: Apr 20, 2023  
Revision Date: Apr 20, 2023

## SALARY RANGE

\$25.20 - \$35.28 Hourly

## NATURE OF WORK:

Under general supervision of the Community Resource Unit Lieutenant, this person performs public information and community outreach functions to enhance the delivery of police service to the citizens of Appleton. The position is responsible for keeping the public informed about department operations and activities and promoting the department to the community. This individual should possess excellent communication skills and an understanding of police procedures.

## JOB FUNCTIONS:

### ESSENTIAL JOB FUNCTIONS

- Assist with the City of Appleton's APPYcademy to provide citizens with a detailed representation of the police department.
- Interact with Departmental personnel to prepare and disseminate information and ideas in a timely and accurate manner.
- Disseminate information on departmental actions taken, ideas, and proposed and existing Departmental projects and programs to interested groups and individuals in a positive manner.
- Assist with the coordination of news conferences and planned media events.
- Ensure that all media releases of information comply with Department policies and state statutes, the Wisconsin Open Records statutes and related court decisions while also protecting the integrity of active police investigations.
- Coordinate the preparation of clear and concise media releases and written statements.
- Prepare social media posts and community-related information which accurately reflect the position of the Appleton Police Department.
- Review media releases written by officers for accuracy and compliance with Department policies and state statutes.
- Establish and coordinate liaison with formal and informal community or civic organizations and groups.
- Conduct community, civic, or group meetings to exchange information and build relationships.
- Respond to all inquiries on, and edit, the APD website.
- Assist with media releases for sex offender notification meetings to the community.
- Update the Chief of Police or a Command Staff member of emerging concerns in the community which have a bearing on APD service delivery or the APD's organizational reputation.
- Manage the Neighborhood Watch program.
- Advise District Commanders of ongoing programs and special events.
- Assist with the development of educational, informational, or media release content for the Police Department's social media pages (Facebook, Instagram, LinkedIn, and Twitter).

- Coordinate specialty program areas and community events on behalf of the Police Department.
- Review and distribute all incoming USPS mail and interoffice mail.
- Take and acquire photos/videos of Police Department employees and events to enhance content. Utilize editing programs and maintain content library.
- Administrative tasks associated with CIT/CIP training.
- Maintain punctual and predictable attendance, work extra hours as required.
- Other administrative tasks as assigned.

## **OTHER JOB FUNCTIONS**

- Assist Operations Districts with community relations and crime prevention activities.
- Assist public with walk-in or lobby requests for information.

## **REQUIREMENTS OF WORK:**

A bachelor's degree in communications, public administration, or related field, one to two years' experience in community engagement or communications, or a combination of experience and training which provides the following knowledge, abilities and skills:

- Knowledge of social media platforms, available computer programs, and audio/visual equipment, (i.e., computers, printers, projectors, etc.).
- Develop and maintain positive and effective public relations with the general public, the news media, and outside agencies and organizations through the dissemination of information and ideas in a timely and accurate manner.
- Knowledge of and, preferably, experience with managing social media on behalf of a business or government agency.
- Knowledge of principles and techniques of public, media, and community relations.
- Knowledge of photo and video editing.
- Ability to communicate effectively, in oral and written form, to a variety of audiences.
- Ability to maintain confidentiality.
- Strong organizational skills and keen attention to detail.
- Ability to work effectively and meet deadlines.

## **SUPPLEMENTAL INFORMATION:**

### **COMPETENCIES**

Communication  
Self-Directed/Autonomous  
Technical Skills  
Problem Solving  
Creative/Innovative

To learn more about these competencies click [here](#)