



DEPARTMENT NOTICE

21-090

06/11/21

Position Opening: Public Information Officer (PIO)

The SFPD Media Relations Unit is seeking applicants for the Public Information Officer (PIO) position.

The PIO is one of the regular spokespersons for the Department. PIOs work with members of the news media to provide them with basic facts about high-profile incidents and to help inform their reporting accurately. PIOs can also function as the news media's point of contact at the scene of some high-profile incidents, which can include major accidents, hazardous material incidents, five-alarm fires, Special Operations Bureau callouts (e.g., barricaded subject), shooting incidents and more.

Duties of the PIO include the following:

- Representing the Department in the media.
- Writing and issuing news releases, working with a variety of members departmentwide to gather information and obtain approvals.
- Providing interviews for print, television, and radio media.
- Supervising civilian staff.
- Assisting the media by providing information and public documents.
- Acting as liaison between officers and the media, the Department, and other agencies.
- Responding to major events.
- Posting information and updates to SFPD social media accounts.
- Coordinating press conferences, Department-related events, and other activities.
- Creating and making presentations as they relate to the Department and to the media.

Work Schedule:

Public Information Officers work "Day Shift" (8-hour day), Monday – Friday. An optional 9-hour day, Monday – Friday schedule may be available.

* Members may be required to adjust their schedules for special assignments or events.

Minimum Qualifications:

- Hold the rank of Officer.
- Must have completed probation as an Officer with SFPD.

- Must have a minimum 5 years of sworn law enforcement experience.
- Complete the P.O.S.T. Public Information Officer Course within 1 year of selection.

Additional Desirable Qualifications include:

- A positive personnel history including supervisory recommendations, performance evaluations, DABOR record, Internal Affairs disciplinary record, EEO history, DPA complaints and lawsuit history.
- Bilingual fluency in Cantonese, Mandarin or Spanish to assist the Department in communicating with news outlets that serve monolingual audiences and build the Department's relationships with non-English-speaking news organizations.
- Social Media experience (platforms including Facebook, Twitter, Instagram, etc.)
- Video editing experience.
- Excellent written and oral communication skills.
- Ability to work independently and be self-motivated.
- Experience using HRMS, Microsoft Office Suite (Word, Excel, PowerPoint, etc.) and Department email.

Selection Procedures:

Step 1: Deadline

- **The application deadline will be 21 days after the date of this email.**

Step 2: How to apply

- Email Application (blank application attached): to SFPDHR@sfgov.org
Subject: PIO. Once your application is received, you will receive a confirmation email within 1 business day.
- Applicants who previously applied for positions within this unit, and who were not selected, shall re-apply if still interested in the positions.

Note: Resumes are optional and may include work experience, education, POST course work, awards, special skills and references.


Step 3: Selection Process

The selection process will consist of:

- A review of submitted applications and resumes (if included) to ensure all applicants meet the minimum requirements.
- Candidates who meet the minimum qualifications will be invited to participate in an oral interview. Please email SFPDHR@sfgov.org with any questions.

Once a candidate is selected, the process is complete. If additional positions in the unit become available a new notice will be issued.

Applicants for this assignment must be able to perform the essential job functions of a sworn member with or without reasonable accommodation. Members should contact the Department's Americans with Disabilities Act Coordinator, Penny Si, at 415-837-7221 with any questions regarding the essential job functions of a sworn member as they relate to reasonable accommodations.


WILLIAM SCOTT
Chief of Police

Per DN 20-150, all sworn & non-sworn members shall electronically acknowledge this Department document in PowerDMS. Members whose duties are relevant to this document shall be held responsible for compliance. Any questions regarding this policy should be made to sfpd.writtendirectives@sfgov.org who will provide additional information.

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Date: _____

Name: _____ Star#: _____
Last First MI

Cellphone: _____

Department email: _____

Current Scheduled & Days off: _____

Previous Law Enforcement Experience:

Dept/Agency(s) _____

Position/rank _____ Yrs. _____ Months _____

Dates of Appointment (previous Dept/ Agency):

Start Date _____ End Date _____ Yrs _____ Months _____

Date of Appointment (SFPD):

Officer Start Date _____ End Date _____ Yrs _____ Months _____

Probation End Date _____

Current Assignment: _____ Start Date _____ Yrs _____ Months _____

Supervisor: _____ Commanding Officer: _____

Describe relevant Communications and Media Experience:

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Reason for requesting assignment to the position:

Education:

Training:

Department Experience (List previous assignments and length of time assigned):

Relevant experiences, special knowledge, skills and/or abilities:

IF NECESSARY, PLEASE ATTACH ADDITIONAL SHEETS TO ANSWER THE ABOVE QUESTIONS

Signature:

Date:
