



DEPARTMENT NOTICE

24-062

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Position Opening: Media Relations Sergeant

The SFPD Strategic Communications Division is seeking qualified applicants for the position of Media Relations Sergeant. Members of the Media Relations Unit (MRU) work closely with the media to disseminate Department information, messaging, and basic facts about high-profile SFPD incidents. The Media Relations Sergeant acts as the lead Department Public Information Officer (PIO) and manages the day-to-day operations of the Media Relations Unit.

Duties include but are not limited to:

- Supervising and evaluating sworn and non-sworn members assigned to the MRU
- Scheduling watches and on-call PIO to ensure adequate staffing
- Representing the Department in the media
- Work with Director of Strategic Communications on developing internal and external Department strategy, messaging, outreach, and media campaigns
- Working with a variety of members departmentwide to gather information for dissemination
- Providing interviews for print, television, and radio media
- Assisting the media by writing and issuing news releases and official statements
- Administer and oversee Sunshine and California Public Records Act (CPRA) requests from members of the news media
- Acting as a 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 the media

Work schedule:

The Media Relations Sergeant will work:

- Day Shift (9-hour days) Monday-Friday, with every other Monday or Friday off OR
- Day shift (8-hour days) Monday-Friday
- * Members may be required to adjust their schedules for special assignments or events.
- * There are on-call requirements for this position

Minimum Qualifications:

*Minimum qualifications must be met by the application deadline, unless otherwise stated.

- Hold the rank of Sergeant
- Must have completed probation as a Sergeant with SFPD
- Complete the POST Public Information Officer Course within one year of selection

Additional desirable qualifications include but are not limited to:

- 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 Friday, June 7, 2024.**

Step 2: How to apply

- Email Application (blank application attached): to [REDACTED]
 - Subject: MRU Q50
- Once your application is received, you will receive a confirmation email within five business days.

Note:

- Resumes are optional and may include work experience, education, POST coursework, awards, special skills, and references.
- Applicants who previously applied for positions within this unit and who were not selected shall re-apply if still interested in the positions.

Step 3: Selection Process

- The selection process will consist of:
 1. A review of submitted applications and resumes (if included) to ensure all applicants meet the minimum requirements.
 2. Candidates who meet the minimum qualifications will be invited to participate in an oral interview.

Please email [REDACTED] 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, [REDACTED], at [REDACTED] 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 23-152, all sworn & non-sworn members shall electronically acknowledge this department document in PowerDMS within (30) thirty calendar days of issuance. Members whose duties are relevant to this document shall be held responsible for compliance. Any questions regarding this policy should be sent to sfpd.writtendirectives@sfgov.org, who will provide additional information.