



# CARROLL COUNTY SHERIFF'S OFFICE

COMMITMENT TO COMMUNITY

James T. DeWees  
Sheriff

## Media Relations Specialist Grade W10 – Non-Exempt Starting Salary - \$51,335 annually / \$24.68 hourly

### **General Duties:**

This position is a ***civilian*** administrative position within the Professional Services Branch and provides support for the Sheriff's Office. This position requires an outstanding individual who brings innovation and excellent communication skills to the agency. Work involves coordinating with other agency personnel to create, design and produce video and social media content, produce graphics and social media campaigns and collateral materials for sharing with our community to keep them informed. Regular contacts are maintained with county and state government managers, judges, court employees, other law enforcement and corrections officials, elected officials, co-workers, citizens, the media, and county partners. Work is performed with considerable independence, which is often time sensitive and requires exactness. Work is also performed in a team environment in which communication is key. Tasks require the following: excellent critical thinking, problem solving and decision-making skills. The ability to organize, plan and prioritizing work, and to work with minimal supervision and provide outstanding customer service.

### **Availability:**

Monday – Friday, 0700 – 1600 hours with a 1-hour lunch (flex around lunch schedules). Schedule may need to be adjusted to cover evening / weekend events.

### **Eligibility:**

- Must be a U.S. Citizen or a resident alien
- Must be at least 18 years of age
- Must possess a High School Diploma or G.E.D. certificate
- Must possess a valid driver's license
- Must be able to read, write, and speak English
- Must meet minimum requirements set forth by the Carroll County Sheriff's Office (please visit our website at [CCSO Minimum Requirements](#))

### **Qualifications and Requirements:**

- Two years' experience in graphic design / social media management or related area\*
- Proficiency in using various Social Media platforms
- Prior experience in law enforcement is preferred
- Position may require extensive periods of sitting and/or standing
- Position may require the ability to lift 30-50 pounds, as well as push, pull or move objects
- Position may require extended periods of computer-based tasks

*\*A comparable amount of training and experience may be substituted for the minimum qualifications*

## **Essential Duties:**

- Develop and implement social media campaigns and content in accordance with Carroll County Sheriff's Office mission and vision
- Film and / or take photos at various events
- Film and edit video content and create media packages for social media and website
- Work with various organizations within the agency to create, write and develop content and related media
- Develop, create, and post public service announcements for the Sheriff's Office
- Evaluate social media metrics and identify emerging social media trends
- Develops content and coordinates the design of internal newsletter
- Provide appropriate information in response to inquiries from the media / public / other governmental partners
- Coordinate multiple community-based events for the Sheriff's Office
- Coordinate / support work associated with media response and press releases
- Obtain appropriate consent forms from interviewees and maintains compliance with HIPPA
- Record and file copies of correspondence and other files in accordance with policy and procedure
- Maintain strict confidentiality of sensitive law enforcement or correctional related information and data
- Identify and analyze information and research multiple sources for solutions in order to provide appropriate and relevant results
- Learn to operate new technologies as they are developed and implemented
- Perform other related duties as required
- Develop and implement marketing and advertising initiatives for agency recruitment.
- Coordinate and support new recruitment strategies with the Hiring Manager and Professional Services Branch.

## **Knowledge, Skills, and Abilities**

- Apply communications strategies to high-level organizational priorities
- Excellent oral communications skills and the ability to listen and understand others
- Ability to establish and maintain constructive and cooperative working relationships with co-workers and the general public
- Communicate appropriately and effectively to varied audience levels (supervisor / co-worker / public)
- Exercise good judgment, courtesy, and tact in dealing with the general public to resolve problems
- Proficiency with Microsoft Office Suite, Adobe Creative Cloud Suite, Canva and other social media management tools and other hardware and software as needed
- Experience with graphic design and photography software preferred
- Knowledge of English composition, to include structure and content, rules of composition and grammar, and the meaning and spelling of words
- Desire to provide outstanding customer service
- Time Management – effectively manage one's own time as well as overall timing with projects and deadlines
- Ability to maintain or complete multiple tasks and manage different types of workflows
- Coordinating the scheduled work with unscheduled work and the work of others
- Ability to use critical thinking, judgement and decision making to best accomplish the mission
- Social Perceptiveness – being aware of others' reactions and understanding those reactions
- Ability to apply deductive and inductive reasoning abilities

**Selection Process:** The selection will be based on, but not limited to the candidates successfully completing the following steps:

- Completion of online Application
- Completion and review of Integrity Questionnaire and résumé
- Oral Interview Board
- Completion and review of Confidential Questionnaire
- Conditional Offer
- Polygraph Examination
- Background Investigation
- Medical Examination
- Final Command Review/Interview
- Final Job Offer

**Request Procedure:**

To be considered for this position, qualified candidates must complete and submit an employment application electronically through [PoliceApp.com](https://PoliceApp.com). **Applications must be submitted no later than 11:59 p.m. on Thursday, April 11, 2024.** For more information about this position and to view a list of our disqualifiers, visit our website at [CCSO Hiring Process](#).

*“One or more positions may be filled using this vacancy announcement”*

*The Carroll County Sheriff’s Office is an Equal Opportunity Employer*