

PUBLIC AFFAIRS POST ORDERS

The following post orders are for the personnel assigned to the Public Affairs Division:

Office Assistant II

Administrative Duties

- Retrieve telephone messages from Public Affairs public line
- Coordinate awards
 - All internal awards
 - End of the year plaques
 - Commanders Awards
 - Distinguished Service Award
 - 10851 Awards
- Coordinate blood drives
- Prepare fliers and invitations
- Poster mounting
- Enlarge prints
- Facilitate the Division webpage
- Backup personnel for forwarding and distributing department e-mails
- Maintain and update Headquarters' aesthetics

Office Assistant III

Administrative Duties

- Maintain monthly calendars and Starlink postings
 - Media
 - Web page
- Manage internet booking log
- Publish the "Mailbox" publication
- Maintain/Assist with Coffee fund
- Treasurer for division discretionary account
- Information Exchange Committee
- Forward and distribute all department e-mails
- Coordinate awards
 - All external awards
 - Proclamations
 - Exceptional Service
- Assist with the preparation of locations for various functions/events.

Secretary

Administrative Duties:

- Maintain and update personnel files
- Maintain and update material procurement
- Maintain Office/Division supplies

- Prepare and submit monthly County vehicle fuel usage report

Public Information Officer II

Main Duties:

- Prepare, update, and disseminate news releases to the press, radio, and television
- Review station and division press releases- make necessary corrections
- Obtain and distribute information to media outlets and/or the public
- Conduct taped/ live interviews
- Post releases to department website
- Send Nixle alerts
- Research incidents and answer news outlet inquiries
- Respond to the scene of incidents attracting news media
- Facilitate interview with department experts and media outlets
- Coordinate press conferences
- Serve as the on-call media relations person on a regular basis for media inquiries or to a scene 24-hours
- Be familiar with Sheriff's Department policy, media law and public information issues (releasable and non-releasable)
- Plan and coordinate annual and semi-annual awards ceremonies (Peace Officer Memorial, Exceptional Service, Lifesaving, 10851 Awards)
- Train employees and citizen volunteers on media relations. Serve as a resource for stations and divisions regarding public information, general department information, and media relations advice

Multimedia Coordinator/Graphic Designer

Main Duties:

- Still Photography / Photo Editing
- Color Management / Printing Services
- Video Production / Video Post-Production
- Manage / Edit Ten 8 Magazine
- Graphic Design / Annual Reports / Safety Posters
- Large Scale Event Production Management

Social Media Manger II

- Create, manage and maintain the department's official social media presence across multiple platforms i.e. Twitter, Facebook, Instagram
- Assist in the maintenance and operation of the department's website
- Assist department members with the creation and maintenance of their official department social media accounts
- Routinely monitor and audit department and individual social media accounts to ensure messaging and branding are consistent with department expectations
- Monitor public social media accounts for references to the department,

- department members, or critical incidents
- Generate and edit content for posting to the department's social media accounts
- Assist and coordinate with multi-media team for the preparation and distribution of material
- Assist the PIO team with the distribution of information

Clean SWEEP Coordinator

Main Duties:

- Manage and assume responsibility for the Operation CleanSWEEP program for the Sheriff's Department
- Interact and coordinate with the heads of other county – as well as city – agencies and organizations
- Coordinate, prepare and arrange presentations by guest speakers on participating campuses. Devise and implement a full-scale public relations/publicity campaign for Operation CleanSWEEP to thoroughly acquaint the citizens of the county with the program
- Arrange and implement large-scale functions of an educational nature for CleanSWEEP school students, parents and educators
- Set up, staff and moderate CleanSWEEP workshops at major national conferences on topics related to juvenile crime
- Write, prepare and update training manuals for proctor training in the juvenile citation component of Operation CleanSWEEP
- Meet with representatives of community-based organizations
- Conduct training sessions for school administrators on how to recognize the elements of specific code violations
- Keep track of all program statistics
- Manage—and be responsible for—the Operation CleanSWEEP budget.
- Write, co-produce, and provide narration for, youth-related videos made either by the Sheriff's Department or in major collaboration with the Sheriff's Department
- Oversee and organize the accumulation and dissemination of information on resources for parents and students
- Brief the Office of the Sheriff on developments, trends and statistics in the fields of juvenile crime, youth violence, and school safety
- Research and write applications for national, statewide and local awards, honors, prizes and commendations Operation CleanSWEEP may be eligible for
- Work with the San Bernardino County Superintendent of Schools Office on securing funding for CleanSWEEP
- Make presentations to San Bernardino County Boards of Education on the advantages of CleanSWEEP, involving PowerPoint and staff members
- Coordinate and manage the Digital Sandbox

Community Relations Liaisons

Hispanic Liaison

Main Duties:

- Represent the Sheriff's Department throughout various ethnic communities
- Maintain professional relationships with various community leaders, politicians and their designees throughout the entire county
- Attend various community functions, events, fairs and demonstrations
- Attend periodic meetings of various chambers of commerce or coalitions
- Maintain professional relationships with the Spanish Language media including but not limited to print, broadcast and radio
- Prepare and present various power point presentations in both English and Spanish on various topics such as 287(g) policy, latest drug trends, bullying, gangs etc.
- Remain current on immigration news and reform efforts on a local, state and federal level
- Remain current on department policy regarding 287(g) and the difference between it and Secure Communities (this goes hand in hand with the aforementioned point)
- Liaison between the Mexican Consulate or the PGR regarding legal matters of Mexican nationals living in the United States
- Organize and coordinate Sheriff's Information Exchange Committee Meetings
- Collaborate with County Superintendent of Schools regarding FIN presentations and various Spanish language parent presentations
- Assist with Labor Relations

African American Liaison

Main Duties:

- Represent the Sheriff's Department throughout various ethnic communities
- Brief the Sheriff's Department on any issues within the communities
- Respond to high profile incidents
- Provide community support and assistance to various departments
- Public relations (community, local, state, and federal organizations)

Labor Relations / Education Liaison

Main Duties:

- Public relations with labor unions and representatives
- Manage pending labor disputes
- Assist department personnel with labor/management issues
- Meetings with union and management representatives
- Monitor picket lines
- Interact with and establish relationships with the County Superintendent of Schools office and other education partners.

Crime Free Multi-Housing (CFMH) / HUD Program Coordinator

Main Duties:

- Manage the CFMH program for the County
- Conduct presentations for managers meetings
- Manage the Senior Safety Program- update PowerPoint and resources
- Manage the Realtor Safety Program- update PowerPoint presentations and resources
- Schedule training classes and prepare materials
- Maintain positive relationship with the House Authority, answering requests and providing reports and cases
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Juvenile Intervention Program Coordinator/Safe Return

Main Duties:

- Coordinate day to day functions
- Oversee the Internship program (U of R and Cal State SB)
- Oversee JIP workshops – “Parent Project”
- Manage JIP budget for program
- Manage JIP statistics
- Manage JIP website
- Manage JIP follow-ups
- Coordinate safety staff for JIP days
- Coordinate and manage the Safe Return program. Serve as a liaison for allied agencies and coordinate their participation in the program.

Sheriff’s Community Relations Officer

- Responsible for coordinating the community relations liaisons safety staff
- Keeps the Sergeant and Lieutenant apprised of identified problem areas regarding personnel, community attitudes, and politically sensitive issues
- Liaison with Citizen Advisory Groups and attend meetings when assigned
- Liaison with local elected officials and their staffs. Update PA staff with relevant information related to the department and the community as a whole.
- Facilitate dialogue with constituent groups.

Corporal

- Assist the sergeant with supervising the sworn and professional staff
- Supervise the Department's Honor Guard and schedule events as well as training
- Oversee and schedule use of force training
- Keep the Station Lieutenant and Sergeant apprised of Identified problem areas regarding, personnel and politically sensitive issues
- Conduct purchasing, distribution and maintenance of the Departments give away promotional materials.
- Assist in coordinating Annual Peace Officer Memorial Ceremony
- Conduct weekly inspections of the station for cleanliness, safe working conditions and general maintenance needs in accordance with the Department Inspection Matrix in conjunction with the lieutenant
- Assist Public Information Officers as needed with Press Conferences
- Act as Department representative for the Victim Information Notification Everyday (VINE) program

Sergeant

- Keep the Lieutenant apprised of identified problem areas regarding personnel, community attitudes, and media issues
- Responsible for supervising sworn and professional staff.
- Assist Public Information Officers as needed with media management and press conferences
- Conduct weekly inspections of the station for cleanliness, safe-working conditions, and general maintenance needs
- Conduct Administrative investigations when assigned in conjunction with the Lieutenant
- Update the Station and Department Policy Manuals as needed/or required
- Maintain key control, inventory and accountability
- Coordinate preparation of Annual Report
- Maintain the Division vacation and daily schedules
- Supervise and prepare evaluations

Lieutenant

- The Lieutenant controls and directs all operations of Public Affairs
- Report directly to the Assistant Sheriff of Support Services.