

APPROVED AND ACCEPTED
IN BOARD MEETING

MAR 25 2026

Position Title: Public Affairs and Communication Specialist

Department: Vicksburg Police Department

Position Type: Full Time

Reports To: Chief of Police

FLSA Status:

Prepared By:

Prepared Date:

Approved By:

Approved Date:

Job Summary

The Public Affairs & Communications Specialist is responsible for managing and coordinating the Vicksburg Police Department's public communications, media relations, and community messaging efforts. This position serves as the primary point of contact for media and public information, ensuring timely, accurate, and professional communication with the public. The role supports the department's efforts to strengthen community trust, enhance transparency, and positively shape public perception through strategic messaging, digital content, and visual storytelling. This position also provides photography, videography, and digital media production, along with basic technical assistance for computers, cameras, and communication-related technology to ensure effective day-to-day media and outreach operations.

Essential Duties and Responsibilities

- Serve as the department's official liaison to news media and coordinate responses to media inquiries.
- Prepare and distribute press releases, media advisories, public statements, and talking points.
- Manage and maintain the department's social media accounts, including creating, scheduling, and monitoring content.
- Develop and implement communication strategies that support transparency, community engagement, and positive branding of the department.
- Capture and produce photos and videos of department events, initiatives, training, and community activities.
- Create and edit digital content for websites, presentations, newsletters, and public safety campaigns.
- Monitor media coverage and social media activity related to the department and provide updates to command staff.
- Coordinate messaging during critical incidents to ensure accurate and consistent information is released to the public.
- Maintain an organized archive of digital media assets (photos, videos, graphics, press releases).
- Provide basic technical support for department computers, cameras, and digital media tools used for communications and outreach.
- Assist with maintaining and updating communication platforms and tools to ensure smooth media and information delivery.
- Collaborate with command staff to identify opportunities to highlight departmental successes, programs, and partnerships.
- Ensure all public communications align with department policy and applicable laws regarding public information.

- Represent the department at career fairs, job fairs, community events, and recruitment activities to promote the agency, share information about career opportunities, and support departmental recruitment efforts.
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Required Knowledge, Skills, and Abilities

- Strong written and verbal communication skills.
 - Ability to present complex or sensitive information clearly and professionally.
 - Proficiency in social media management and digital communication platforms.
 - Proficiency in photography and videography skills, including editing and formatting digital media.
 - Working knowledge of common computer applications and digital media tools.
 - Ability to manage multiple projects and meet deadlines in a fast-paced environment.
 - Sound judgment in handling sensitive or confidential information.
 - Strong interpersonal skills and ability to work effectively with department personnel, media representatives, and the public.
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Education and Experience

- Associate's or Bachelor's degree in communications, public relations, journalism, marketing, or a related field (relevant experience may be considered in lieu of formal education).
 - Experience in public communications, media relations, marketing, or a related field preferred.
 - Experience managing social media for an organization or agency preferred.
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Working Conditions

- Primarily office-based with frequent field work at events, incident scenes, and community functions.
 - May require occasional evening, weekend, or on-call availability during major incidents or events.
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Disclaimer

This job description is intended to describe the general nature and level of work performed by employees in this classification. It is not an exhaustive list of all duties, responsibilities, and qualifications required. The Vicksburg Police Department reserves the right to modify the content of this description as necessary.