



City of Idaho Falls

Police -Public Relations Assistant Specialist -Part Time

SALARY	\$25.00 - \$34.84 Hourly	LOCATION	Idaho Falls, ID
JOB TYPE	Casual	JOB NUMBER	2025-0311
DEPARTMENT	Police Department	DIVISION	Police Administration
OPENING DATE	03/11/2025	CLOSING DATE	Continuous

General Purpose

The City of Idaho Falls is currently recruiting for a part-time Public Relations Assistant Specialist. In this position will work under the direction of the Idaho Falls Police Department's Public Relations Manager, this position enhances communication strategies and ensure effective dissemination of information between the municipal government and stakeholders. The Public Relations Assistant Specialist fosters transparency, strengthens community engagement, and promoting the Idaho Falls Police Department's initiatives and services. The purpose of this position is to educate the public, foster positive public initiatives through public educations and outreach.

Essential Functions

Assists with public relations, community events, internal engagement, and various department communications and activities. Assists with message development and content creation to present educational content about public safety topics and feature stories about IFPD to the community. Writes and edits social media content, newsletters, website content, digital and physical collateral, presentations, e-mail, etc., based on communications plans and strategies. Produces content supporting the department mission and vision and individual departments' missions and project goals.

Designs and writes materials such as postcards, signs, and documents. Manages the production of deliverables and distributes content across a wide variety of platforms, including internal, external, print and digital.

Assists in informing the community through photography and videography, developing flyers, posters, brochures, educational collateral, and a wide variety of other public relations materials. Assists in the day-to-day creation of social media content for department social media channels in accordance with department social media strategy and city graphics and branding standards.

Attends and assists in the planning of public meetings, community events, open houses and other department events. Assists in planning and preparing display materials, marketing collateral and marketing efforts, etc.

Communicates in a timely and professional manner with citizens, visitors, city employees, vendors, applicants and the general public, representing the best interest of the City anticipating needs and resolving customer service inquiries and other issues.

Assists the public information officer in preparing sensitive documents related to the police department, as well as other governmental personnel and agencies. Maintains confidentiality of sensitive information.

Performs other duties as required.

Minimum Qualifications

Education and Experience:

- I. Bachelor's degree in journalism, communications, public relations, marketing, or related field;
- I. Minimum of three (3) years of progressively responsible experience in public relations, communications, or a related field.

OR

- I. An equivalent combination of education and experience may be considered.

I. Knowledge, Skills and Abilities:

Considerable Knowledge of municipal government operations and public relations best practices.; advertising, marketing and public relations practices; public or platform speaking, proposal development, creative writing and presentation skills; understanding of government communication protocols and public perception management; negotiation techniques; strong interpersonal group motivation and communication skills; desktop publishing; lead tracking. Strong understanding and experience working with various and commonly used social media platforms. **Knowledge** in photography, graphic artistry and typography.

Skill in the use of office equipment, i.e., personal computer; phone, fax, copy machine, scanner, digital camera, video equipment, etc.; math skills; English and grammar skills.

Ability to draft reports, documents and agreements; analyze a variety of program issues and problems and make recommendations; communicate effectively verbally and in writing; establish and maintain effective working relationships with professionals, executives (public and private) department heads, co-workers and the public; work independently and deal effectively with stress caused by workload and time deadlines; detailed, disciplined, energetic, responsive, proactive self-starter who exercises initiative and independent judgment and is able to act resourcefully under varying conditions; use radios and pagers; operate automobiles and passenger vans.

I. Special Qualifications:

Must possess a valid State of Idaho driver's license.

Work Environment

Work is generally performed in a typical office setting with appropriate climate controls. Tasks require a variety of physical activities, generally involve moderate muscular strain, such as walking, standing, stooping, sitting, reaching and lifting. Must be able to lift 25 lbs. Regular talking, hearing and seeing required in the normal course of performing the job. Common eye, hand and finger dexterity required to perform some essential functions. Mental

application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Function of position generally performed in controlled environment, but subject to all seasonal and weather extremes.

This position may occasionally be required to work early mornings, evenings, weekends and holidays.