

NORFOLK COUNTY SHERIFF'S OFFICE

POSTING DATE: January 4, 2024

POSITION TITLE: Director of Communications and Public Relations

STATUS: Non-Union

SALARY RANGE: \$80,000 to \$100,000

HOURS: 40 Hours

SUMMARY:

Are you ready to revolutionize communication strategies in public safety?

Norfolk County Sheriff's Office is seeking a passionate and innovative Director of Communications and Public Relations to spearhead our dynamic approach to outreach and engagement. If you're driven by the desire to shape public narratives and drive impactful change, this is the role for you! Reporting directly to the Chief of Staff, the Director of Communications will develop a Communications Strategy that will place the Sheriff as the charismatic face and articulate voice of our organization as well as informing the residents of Norfolk County about our mission and events.

We're looking for a proactive, media-savvy professional ready to lead the charge in shaping our public image and fostering strong relationships with the community, media outlets, and partner organizations.

STATEMENT OF RESPONSIBILITIES:

(The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Embrace the role of Public Information Officer (PIO), serving as the primary liaison between Norfolk County Sheriff's Office and various media outlets, governmental bodies, the Massachusetts Sheriff's Association, and other local, state, regional and national organizations.
- Craft compelling content, including formal statements, news releases, press packages, monthly columns, and articulate talking points to engage diverse audiences.
- Take charge of our social media presence, managing all NCSO accounts to drive engagement and enhance communication with the public.
- Lead the charge in developing and executing an innovative communications plan that captures attention, informs, and inspires action.
- Oversee the enhancement and maintenance of NCSO's website content and design to ensure a user-friendly, informative online presence.

- Develop captivating promotional materials for community events and initiatives, and skillfully market and promote programs through a mix of social, earned, and paid media channels.
- Collaborate with the Sheriff, Special Sheriff, Superintendent, Chief of Staff, and other key stakeholders to address media-related issues and strategic communication planning.
- Undertake special projects assigned by the Sheriff or Chief of Staff, contributing your creative insights to advance our mission.
- Manage both internal and external communications, fostering a culture of transparency and engagement within our organization.

(The Sheriff of Norfolk County reserves the right to add or delete from these responsibilities.)

Join us as we redefine the role of public safety communication and make a lasting impact on our community. At the Norfolk County Sheriff's Office, you'll have the platform to shape narratives, drive positive change, and champion our commitment to public service.

The responsibilities listed above are just the beginning - the Sheriff of Norfolk County reserves the right to expand this role, offering endless opportunities for professional growth and development. If you're an enthusiastic, forward-thinking communicator with a passion for amplifying meaningful stories and engaging communities, we want to hear from you!

Are you ready to be the force behind transformative communication strategies at Norfolk County Sheriff's Office?

Apply now and embark on an exciting journey of innovation and influence!

QUALIFICATIONS/SKILLS:

- Bachelor's Degree in Communications, Public Relations, Marketing, or a related field preferred, showcasing your commitment to strategic communication methodologies.
- Minimum of (5) years of proven experience in a communications or public relations-related role, demonstrating your ability to navigate complex communication landscapes effectively.
- Experience in graphic design would be a valuable asset, enhancing your capacity to create visually compelling content.
- Excellent verbal and written communication skills are a must, coupled with a track record of successful interaction with the media and serving as a confident spokesperson.
- Possession of a valid Massachusetts Driver's License, enabling seamless engagement and representation across various community settings.

PHYSICAL REQUIREMENTS AND JOB CHARACTERISTICS:

- Communication skills
- Constant business contact with people
- Frequent communication of data
- Occasional direction, control and planning activity
- Frequent making generalizations, evaluations or decisions based on measurable or verifiable criteria
- Frequent dealing with people beyond giving and receiving instructions
- Frequent performing repetitive or similar work
- Occasional performing under stress
- Constant precise attainment of set standards and/or policies
- Seldom noise
- Seldom slippery floor hazard
- Frequent sitting
- Frequent standing
- Frequent walking
- Some lifting (max. 120 lbs.)
- Some carrying (max. 120 lbs.)
- Specifics (i.e. distance, length of time, height, force, manipulation, sensitivity) will be provided upon request
- Limited supervision (must be highly autonomous; show much independence)
- Variably-paced

HOURS:

40 hours per week. Flexible schedule, and possible weekend hours. Specific schedule will reflect the needs of the department.

LOCATION:

Multiple Locations in MA

Please submit cover letter, current resume and NCSO employment application to Carmen Li, Human Resources Department 200 West Street, Dedham MA 02026, fax 781-461-1791, or via email recruit@norfolksheriffma.org.

NCSO is an Affirmative Action/ Equal Opportunity Employer.

M/F/D/V

All Applicants meeting Minimum Entrance Requirements will be considered for this position.