1. Appointment. The Chief of Police shall appoint the Sergeant of Police - Public Information Officer.
   a. He/she shall report to the Lieutenant of Planning and Special Events.
   b. He/she shall maintain the City Hall work schedule (Mon-Fri).
   c. He/she shall be expected to vary the hours worked in order to accommodate meetings and events that
      are deemed essential for the effective performance of the Sergeant of Police – Public Information
      Officer position.

2. Duties and Responsibilities. The Sergeant of Police - Public Information Officer shall:
   a. Be capable of performing all of the essential functions of a sworn police officer which include, at a
      minimum, but are not limited to the following:
      1) Regular and predictable attendance at work
      2) Get along with and work well with others
      3) Make forcible arrests
      4) Operate a motor vehicle under emergency conditions
      5) Qualify with department firearms
      6) Write clear, concise, accurate reports
      7) Work with computers and programs used by the Department
   b. Have knowledge of and obey all policies, procedures, rules, regulations, orders, and directives
      pertaining specifically or generally to this position.
   c. Check E-Mail, Voice Mail, and any assigned mailboxes at least once each workday.
   d. Research, develop, document and, when appropriate, implement projects and programs having
      Department wide impact. Monitor the implementation of such projects and provide appropriate guidance
      to achieve maximum effectiveness.
   e. Evaluate existing Department projects and programs, either selectively or as directed, for operational
      effectiveness and formulate any required modifications.
   f. Foster cooperation between the media and members of the Racine Police Department.
   g. Be responsible for press releases issued by the Racine Police Department.
   h. Establish a press information center for media representatives at the scenes of natural disasters or
      unusual events such as fires, explosions, plane crashes, etc.
   i. Provide timely press release information to the media on disasters or unusual events.
   j. Research available state, federal, and private sector funding for Department projects as directed by the
      Chief's Office.
   k. Update and maintain the Department's website and social media accounts (Facebook, Nixle and
      Twitter).
   l. Update and maintain the Department's Policy and Procedure Manual.
   m. Ensure all Policy and Procedures are reviewed and updated as needed or, at minimum, once every
      three years.
   n. Audit the driver's license status of members monthly per Policy # 202-Member/Employee Driver's
      License Status Verification.
   o. Conduct audits as assigned.
   p. Create publications for the dissemination of information within the Department as directed by the Chief's
      Office.
   q. Research statistical data as directed by the Chief's Office.
   r. Coordinate and publish the Department's Annual Report.
   s. Perform other duties and tasks as assigned.