



CRIME PREVENTION SPECIALIST

THE POSITION

Performs administrative and public relations work involving the development and implementation of crime prevention programs, methods, and techniques for individuals, businesses and community groups. The position is responsible for community initiatives and the exchange of information between the Department and the public through the media and various Social Media tools.

DISTINGUISHING CHARACTERISTICS

This class provides crime prevention and community outreach support to the Police Department, including assisting with planning, coordinating, and implementing community education programs such as the Neighborhood Watch, Speed Watch, Social Media, Volunteer Programs and other related activities and programs.

SUPERVISION RECEIVED AND EXERCISED

General supervision is provided by the Chief of Police or designee.

EXAMPLES OF DUTIES

The following are typical illustrations of duties encompassed by the job class, not an all-inclusive or limiting list:

ESSENTIAL JOB FUNCTIONS:

Recommend and assist in the implementation of Crime Prevention goals and objectives by implementing approved programs, policies and procedures; promote Crime Prevention at a variety of special events; conduct business crime prevention seminars on topics such as office safety, internal security, theft and robbery prevention.

Develop and present a variety of educational programs, oral presentations, and learning activities for community based organizations, neighborhood groups, civic groups, schools, elderly and youth organizations, and other groups in order to promote citizen awareness of crime prevention activities in areas such as personal safety, rape, burglary, child abuse, drug abuse, juvenile delinquency, and gang activity.

Promote and coordinate the Woodland Neighborhood Watch Program; prepare and distribute Neighborhood Watch quarterly newsletters that identify crime patterns and provide appropriate safety tips; develop brochures, posters, slides and other informational material, including layout and design.

Maintain City sponsored Social Media websites. Work cooperatively with others.

Develop and maintain programs that utilize community volunteers; coordinate and supervise volunteers at special events.

Prepare press releases and other public relations materials concerning public safety and crime prevention; represent the Police Department to the public on assigned matters and programs.

Attend community meetings and serve on committees or boards as a Police Department representative.

Discuss any pertinent crime problems with officers and employees at unit briefings. Assist in problem solving long standing neighborhood concerns; conduct security surveys in residences and commercial buildings; respond to inquiries from individuals and provide information regarding personal security or neighborhood problems.

Understand the principals of Crime Prevention through Environmental Design; review and make recommendations on all building plan proposals in the City of Woodland; review and respond to ABC license applications.

Maintain appropriate records of developed groups, presentations and research materials.

Maintain appropriate records and files to facilitate day-to-day administrative operations of assigned area. Maintain confidentiality of privileged information.

Interact with social media and must possess knowledge of public relations.

Perform related duties and responsibilities as required.

Regular, predictable, consistent and timely attendance is an essential function of the position, in that Employee must be present at work to complete assigned tasks.

QUALIFICATIONS

Knowledge of:

- English grammar, punctuation, and spelling.
- Techniques of successful public speaking.
- Contemporary issues affecting law enforcement and the community.
- Problems, needs, concerns, and attitudes of people who reside or work in Woodland as they relate to crime and associated problems.
- Conflict resolution techniques and procedures.
- Techniques used to develop informational brochures, posters, slides and other

materials, including layout and design.

- Procedures and work methods required to perform the full range of assigned duties.
- Familiar with various applicable software programs, including various online applications, mobile applications and other Social Media websites/applications.
- Applicable to any city, state, and federal laws pertaining to crime and associated problems.
- Personal computer and related software.

Skill to:

- Communicate clearly and concisely, orally and in writing.
- Maintain an efficient record keeping system. Operate standard office equipment and machines including computer terminal and software; use modern audio-visual equipment to prepare or organize presentations, speeches and related informational material.
- Analyze situations accurately and recommend an effective course of action.
- Establish and maintain cooperative working relationships with those contacted in the performance of required duties.

Ability to:

- Work in a multi-cultural environment.
- Meet and deal tactfully with public, including individuals who may be irate or argumentative; understand and relate to the needs of committee members to be served.
- Learn laws, codes, statutes and ordinances associated with assigned work and apply them appropriately; learn and interpret pertinent subject matter, procedures, and policies.
- Discuss law enforcement operations, and principles and terminology.
- Maintain physical condition appropriate to the performance of assigned responsibilities and duties which may include sitting for extended periods of time and operating office equipment.
- Willing to work shift hours, weekends, and holidays if assigned.

Education and Experience

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

High School diploma or equivalent. Additional college course work or vocational training is highly desirable. A Bachelor's degree in Public Administration, Criminal Justice, Journalism, Public Relations, or a related field may be substituted for all work experience. An Associate's degree or the equivalent of 60 semester units in the same fields may be substituted for one year of the work experience.

Experience:

Two years of general administrative / office work experience or one year of administrative / office work in a law enforcement agency. Prefer experience with substantial public interaction.

License:

Must possess and maintain a valid Class C California driver's license.

ADA COMPLIANCE

Physical Ability: Positions in this class typically require climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Heavy Work: Exerting in excess of 25 pounds of force occasionally, and/or in excess of 50 pounds of force constantly to move objects.

OTHER REQUIREMENTS

Sensory Requirements: Requires the ability to recognize and identify similarities and differences between shade, degree or value of colors, shapes, sounds, forms, textures or physical appearance associated with objects and people.

Environmental Factors: May be subjected to moving mechanical parts, electrical currents, vibrations, fumes, odors, dusts, gases, poor ventilation, chemicals, oils, extreme temperatures, work space restrictions, intense noises, and environmental dangers.

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