

City of Stockton

POLICE MARKETING AND MULTIMEDIA ANALYST

Established:	8/24/87
Resolution:	CC87-0476
Spec Adopted:	
Resolution:	
Spec Amended:	5/2/07
Ratifying Resolution:	CS07-072
Spec Amended:	10/23/25
Spec to CSC:	11/20/25
CS Status:	Classified
Unit:	Supervisory
FLSA Status:	Non-Exempt
Formerly Police Planning Analyst	

DEFINITION

Under administrative direction, performs responsible administrative, systems, statistical, and other analyses related to developing, coordinating, and executing the Police Department's multimedia marketing and community engagement programs and strategies; leads effective public communication and digital outreach campaigns; ensures clarity, sensitivity, and accuracy in the dissemination of information that directly impacts public safety and community relations; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position journey-level class is fully competent to perform timely, responsible, and comprehensive marketing, media relations, and communications management functions in support of varied police services and activities. The incumbent is a well-rounded communications professional with experience in all forms of digital media (social, video, web) as well as print materials, media relations, marketing, internal and external correspondence, and critical incident communication. Incumbents assume programmatic responsibility and exercise a high degree of political acumen, professionalism, and independent judgment. This class is distinguished from the Marketing and Social Media Analyst class series by the specialized complexity of the work performed in the Stockton Police Department.

PRINCIPAL DUTIES (Illustrative Only)

Duties may include, but are not limited to, the following:

- Develops, organizes, executes, and maintains current, ongoing, and innovative internal and external marketing, branding, and social media strategies that focus on meeting increasing demands for transparency, real-time communication, and stronger community engagement.
- Plans, develops, coordinates, and publishes engaging, timely, and effective content for the Police Department's social media platforms, marketing campaigns, primary and recruitment websites, and other digital channels consistent with the Department's core mission, vision, and values; writes, edits, designs, and produces press releases, public service announcements, brochures, fact sheets, and presentations to create public awareness of the Department's activities and events.
- Manages and maintains the Police Department's media relations engagement across various platforms to build relationships with the community that enables proactive and positive interactions; provides expertise in storytelling, photography, and design of the Department's key priorities, events, and messages tailored to law enforcement; utilizes social listening and monitoring tools to gauge metrics, public sentiment, and insights.
- Researches, collects, analyzes, and compiles complex crime, offender, demographic, and related data from crime reports, census information, and collaboration with department staff and other agencies to build relevant law enforcement content, including disturbing audio/video evidence, that bridges compliance with legal mandates and effective public communication.

Attachment B

City of Stockton

POLICE MARKETING AND MULTIMEDIA ANALYST

Page 2 of 5

- Plans, develops, and coordinates the delivery of assigned communications outreach and project-based marketing campaigns, which may target special population groups, including culturally sensitive, community-aligned educational materials in second languages.
- Analyzes and measures outreach effectiveness by recording results and progress of communications activities; evaluates content performance against key performance indicators and makes recommendations to adjust tactics based on performance; discusses findings with management staff.
- Leads department communications during critical incidents, significant, and often high stress events.
- Supports recruitment and retention through targeted, values-based campaigns for professional and sworn staff.
- Creates, edits, and publishes public safety multimedia content for staff training and professional development needs mandated by law, with a focus on risk management and liability mitigation.
- Ensures compliance with state mandates requiring timely, accessible publication of department policies, records, and multimedia content.
- Oversees legal review and redaction of sensitive materials and digital content, often times in coordination with partner law enforcement agencies and in compliance with State and Federal law, in order to release materials to requesting parties, including the public, while preserving the integrity of the content for potential evidentiary or enforcement actions.
- Establishes community partnerships with the City's culturally diverse communities; serves as a representative to a variety of community and business meetings and participates in various community group boards and programs on behalf of the Police Department.
- Generates and maintains a continuously updated and accurate stock of Department photos, videos, and content to be used for various purposes, including social media, brochures, flyers, annual reports, and other related materials.
- Represents the City with dignity, integrity, and the spirit of cooperation in all relations with staff and the public.
- Fosters an environment that embraces integrity, service, inclusion, and collaboration.
- Builds and maintains positive working relationships with co-workers, other City employees and the public using principles of good customer service.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques of community engagement, media relations, and public information, including the conduct of media relations relative to public sector agencies and law enforcement operations;
- The core mission, vision, and values of the Stockton Police Department;
- Principles and practices of integrated communication strategies; various social media platforms and digital marketing trends;
- Applicable federal, state, and local laws, rules, codes and regulations, policies, and ordinances

relating to law enforcement, confidentiality, public release of information, and Public Records Act requests;

- Collaboration strategies and best practices when effectively communicating and working with peers, supervisors, subordinates, and people to whom service is provided;
- Advanced principles and techniques of professional writing, English grammar, spelling, and punctuation;
- Principles and methodologies of storytelling, with the ability to convey complex, often unsettling, information in a way that is relevant, and in clear and compelling language;
- Digital media platforms, applications, and editing software commonly used in business; and
- Computers systems and related equipment, hardware, and software programs applicable to area of assignment.

Skill in:

- Supporting, maintaining, and adhering to strategic communications plans and marketing goals;
- Managing complex projects; planning, coordinating, and executing project work, monitoring and meeting timelines, following established strategy plans, and operating within budget;
- Organize and prioritize multiple work assignments involving a variety of projects with considerable impact, critical deadlines, and competing demands in an effective and timely manner;
- Exercising tact, diplomacy and political acumen in dealing with sensitive political, public policy, and community situations; maintaining awareness of the social and environmental climate at the local and national levels that may impact communication strategies;
- Maintaining composure in stressful situations, competing or conflicting demands, ambiguous assignments, interruptions, and distractions;
- Collecting, evaluating, and interpreting varied information and data, either in statistical or narrative form;
- Producing desired work outcomes with consideration for quality, quantity, and timeliness objectives;
- Building professional relationships with internal and external customers; communicating and sharing information effectively, both orally and in writing, with peers, supervisors, subordinates, and people to whom service is provided;
- Working independently and within cross-functional teams, contributing as a team member, and treating co-workers, subordinates, and customers with respect;
- Exemplifying a demeanor of flexibility, enthusiasm, creativity, professionalism, and diplomacy;
- Demonstrating exceptional writing skills with a focus on quality, precision, and attention to detail; and
- Interpreting and applying laws, rules, regulations, codes, ordinances, policies, and procedures.

Education:

Possession of a Bachelor's degree from an accredited college or university with major course work

in marketing, communications, public relations, journalism, criminal justice, or a closely related field.

Experience:

Three years of increasingly responsible professional experience in public relations, marketing, communications, or a closely related field is required. Experience in public safety communications or community relations is highly desirable.

Qualifying Substitution Patterns:

Additional years of experience in a position comparable to the Police Marketing and Multimedia Analyst with the City of Stockton in areas such as marketing, public relations, communications, journalism, and/or social media relations may be substituted for the education requirement on a year for year basis.

EDUCATION	EXPERIENCE
Bachelor's degree (4 years)	3 years
90 semester units (3 years)	4 years
Associate degree/60 units (2 years)	5 years
30 semester units (1 year)	6 years
High School Diploma/GED	7 years

Additional Notes:

- Experience MUST be directly related to the role's responsibilities.
- Relevant education and professional experience will be evaluated on a case-by-case basis.
- Candidates must demonstrate equivalent competencies and skills through a combination of their documented education and/or work history.

Other Requirements:

- Possess and maintain a valid California Class C driver license.

Physical/Mental Abilities:

- Mobility - Frequent sitting for long periods of time while operating a keyboard; occasional bending, stooping, kneeling, reaching, pushing, pulling, standing, and walking for long periods of time;
- Lifting and Carrying - Occasional lifting and carrying of up to 25 pounds;
- Vision - Constant use of overall visual capabilities; ability to read and produce printed material and information displayed on a visual display terminal;
- Dexterity - Frequent repetitive motion, typing, and writing;
- Hearing/Talking - Ability to detect specific noises, proper equipment operation; ability to

Attachment B

City of Stockton

POLICE MARKETING AND MULTIMEDIA ANALYST

Page 5 of 5

understand what people are saying in general conversation in person, over the telephone, and in group settings;

- Special Requirements – Availability to respond to on-call situations during non-working hours and may require weekend, evening, and holiday assignments; occasional travel;
- Emotional/Psychological – Constant concentration and decision making; frequent public contact and public speaking; work is performed independently or as a participant in difficult interpersonal interactions, groups settings, crime scenes, or in other emergency and stressful situations; exposure to sensitive and graphic content associated with disturbing events, such as acts of violence, sexual assault, animal cruelty, death, hate speech, and mental health struggles that may be emotionally challenging;
- Environmental Conditions – Frequent exposure to noise, outdoor conditions; moderate risk of exposure to hazardous materials, dirt, dust, smoke, fumes, poor ventilation, and indoor cold/heat; and
- Working Conditions – Moderately quiet but may be loud at times and at some locations, which consist of both indoor and outdoor sites.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirement of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the American with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

APPROVED:



ROSEMARY RIVAS
DIRECTOR OF HUMAN RESOURCES

DATE: October 23, 2025