

CITY OF RICHMOND
POSITION DESCRIPTION

CLASS TITLE: Police Media Intern

DEPARTMENT: Police

PAY GRADE: Unpaid Intern

CHARACTERISTICS OF THE CLASS: Under the primary supervision of Support Services Major or his or her designee. Assists with brand management and marketing of the Richmond Police Department through community engagement, photography and videography, graphic design projects, social media, and other duties as requested.

DUTIES AND RESPONSIBILITIES:

- 1) Participate in outreach events by taking photographs and videos of officer involvement and community engagement.
- 2) Create graphic designs for department projects as needed.
- 3) Craft a variety of social media posts for positive news, emergency communications, and recruitment campaigns.
- 4) Draft press releases as requested.
- 5) Participate in a ride-along.
- 6) In collaboration with supervisor, plan, design, and implement/create a cumulative project (e.g. social media campaign, department design project, recruitment video, etc.)

TRAINING AND EXPERIENCE:

A. The equivalent of 30 semester hours from an accredited university or college

AND

B. Pursuing a career in the field of law enforcement or media production, brand management, marketing, journalism, or related fields,

OR

C. Experience in production, marketing, or social media messaging.

SPECIAL REQUIREMENT: Due to the sensitive and confidential nature of the information and paperwork being handled at this facility, candidates must be able to pass an in-depth background check and CJIS Training. Candidates must also pass a pre-internship drug test.

Candidates must submit a Digital Portfolio of genuine work prior to application consideration.

- Digital Portfolios must be housed in a shared drive platform such as Google Drive, Dropbox, or Sharepoint.
- Submissions must be made to police@richmond.ky.us before an application will be considered.
- Portfolios should include:
 - Minimum **two (2)** samples of 500+ word written material such as a research paper or creative writing piece
 - Minimum **two (2)** mock social media posts (provide both body text AND graphic):

- One post that promotes a real or mock upcoming event (such as a Touch a Truck event, festival, recruitment fair, or other community engagement activity)
- One real or mock post for entertainment or informative purposes (such as a recent arrest, humorous situation, general safety message, road closure, or other humanizing or informative post)
- Minimum **four (4)** samples of photography and/or videography projects
 - Still photographs can be uploaded into the portfolio as image files.
 - Videography projects can be uploaded as video files OR as links on a text document – make sure permissions are set to “public” or “open”
- Optional: Other projects or samples that reflect your capabilities

SPECIAL KNOWLEDGE, SKILLS, AND ABILITIES: Knowledge of computer operations and various software applications related to word processing, graphic design, and video production; familiarity with social media platforms such as Facebook, Instagram, and Twitter/X; proper grammar, spelling, punctuation, and practical writing skills; interpersonal communication skills; telephone systems and etiquette; ability to establish and maintain effective working relationships with employees, supervisors, and the general public; sound judgment; integrity; dependability; resourcefulness; creativity; proactivity.