

LEL Model Position Description



TITLE

Law Enforcement Liaison

DESCRIPTION

The Law Enforcement Liaison (LEL) Program is a partnership between the National Highway Traffic Safety Administration (NHTSA) and State Highway Safety Offices (SHSOs).

PURPOSE/SCOPE

The person selected for this position is accountable for promoting national and state priorities through the state's highway safety programs. The LEL encourages law enforcement officers and leaders to support the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving, and speed management. Additional activities include collaboration with other highway safety partners and stakeholders. The position involves the following actions:

- Lead evidence-based efforts to reduce motor vehicle crashes, fatalities, and serious injuries.
- Communication and coordination of law enforcement highway safety activities in collaboration with the SHSO and allied highway safety organizations.
- Active supporters for development and implementation of highway safety plans, programs, and budgets.
- Recruiting law enforcement participation in highway safety activities and programs that enhance the success of achieving the SHSO highway safety goals and objectives.

KEY RESPONSIBILITIES

Enforcement Campaigns

Primary Responsibilities

- Recruit and coordinate law enforcement participation and reporting
- Oversee the collection of pre- and post-event data and reports
- Provide guidance on effective checkpoint operations and traffic safety enforcement strategies
- Provide support for promoting proven highway safety countermeasures, checkpoints, and enforcement strategies

Additional Responsibilities [OPTIONAL]

- Distribute materials and share messaging
- Assist with organization of law enforcement participation in earned media events
- Promote highway safety campaign calendar
- Provide support as a spokesperson and champion for highway safety program and campaigns

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- Coordinate plans for inter-agency enforcement activities

Subject Matter Expertise/Training & Technical Assistance

Primary Responsibilities

- Possess broad array of highway safety product knowledge
- Possess general knowledge of traffic safety training and programs
- Coordinate state-level subject matter experts
- Provide specialized technical assistance to communities, state, and local law enforcement
- Identify critical elements of priority programs
- Assist in recruiting participants for training (webinars, websites, traffic safety classes)
- Maintain resources on traffic safety best practices
- Assist in the development and promotion of DRE programs

Additional Responsibilities [OPTIONAL]

- Maintain training certifications
- Participate in meetings/conferences
- Conduct law enforcement highway safety needs assessments
- Participate in continuing education training
- Utilize/be knowledgeable of tools for networking

Administrative

Primary Responsibilities

- Prepare periodic activity reports
- Organize and assist with events/training and related reports
- Coordinate activities with the SHSO program manager
- Organize meetings and draft agendas
- Collect and analyze data
- Respond to various inquiries from co-workers, partners, law enforcement, advocates, citizens, etc.

Additional Responsibilities [OPTIONAL]

- Maintain minutes/meeting notes
- Assist as needed with highway safety program monitoring activities.

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Marketing & Public Relations

Primary Responsibilities

- Promote and support highway safety recognition and awards programs
- Ensure law enforcement partners have adequate understanding of High Visibility Enforcement (HVE) strategies, techniques, and communications.
- Attend state law enforcement association meetings, i.e.: Sheriffs Association, Chiefs Association, Municipal Law Enforcement Association
- Participate in local highway safety events and activities
- Contribute to and organize law enforcement highway safety information for state communications channels (e.g.: newsletters, websites, social media accounts)
- Communicate with partners through emails, telephone, and personal contact to promote events and other programmatic activities
- Support and promote law enforcement participation in state highway safety press events
- Provide highway safety information and data to policy makers to educate them regarding the benefits and outcomes resulting from campaign participation

Additional Responsibilities [OPTIONAL]

- Draft event press releases
- Act as a spokesperson for law enforcement activities

Networking/Relationship Building

Primary Responsibilities

- Provide link and act as point of contact between law enforcement community and SHSO.
- Facilitate interactions within the highway safety network
- Identify and recruit potential partner organizations
- Develop and manage relationships with partner organizations
- Develop and maintain close working relationships with state Traffic Safety Resource Prosecutor(s) (TSRP) and Judicial Outreach Liaison (JOL)
- Build relationship with SHSO staff, State Department of Transportation, Department of Motor Vehicles, etc.
- Build relationships with local and state police academies
- Provide leadership in traffic safety network and in relationship building
- Participate in National Law Enforcement Liaison Program (NLELP)
- Attend meetings of law enforcement partner organizations

Additional Responsibilities [OPTIONAL]

- Track relationships/networks

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KNOWLEDGE, SKILLS, AND ABILITIES (KSA)/QUALIFICATIONS

- Graduate from an accredited police academy preferred
- Bachelor's degree from an accredited college/university preferred
- Prior law enforcement supervisory, administrative, and/or command level position and experience preferred
- Traffic law enforcement experience preferred
- Knowledge of general police methods, practices and procedures
- Deep understanding of and commitment to traffic safety programs and issues
- Familiarity with law enforcement traffic safety programs and Highway Safety Plans
- Contacts within law enforcement and traffic safety community
- Exceptional oral and written communications skills
- Understanding of traffic safety data, trends and analysis
- Project management, administrative process and procedure, and management abilities
- Ability to manage multiple, concurrent tasks/relationships
- Ability to influence/persuade
- Ability to travel in state/region
- Computer proficiency
- Facilitation and leadership experience
- Time management skills
- Ability to use good judgment and strong interpersonal skills
- Self-motivated with the ability to work with minimum supervision
- Possess a valid State Driver's License

WORK ENVIRONMENT

- This is a high-profile position with workloads that may fluctuate and can be demanding, often with competing priorities.
- Short deadlines must be met to adequately respond to national initiatives, needs of the state, or local community.
- Incumbent is frequently required to make onsite visits, conduct fieldwork, and make oral presentations.
- The job requires frequent visits to law enforcement facilities and occasional ride-alongs with law enforcement officers.
- The majority of the work is performed outside of the SHSO, traveling to various locations throughout the region and/or state, sometimes under adverse weather conditions.
- Some out-of-state travel may be necessary.
- May require participation in conferences, meetings, and training workshops with overnight travel.
- May require occasional lifting and transporting of materials, displays, and equipment.
- On duty travel *may or will* require the use of a personal vehicle.