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| <p style="text-align: center;">FIRE PUBLIC INFORMATION SPECIALIST Fire Rescue</p> |
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MAJOR FUNCTION

The Fire Rescue Public Information Specialist is highly professional position responsible for supporting and coordinating key aspects of the department's public information, education and relations programs; developing and overseeing internal communication initiatives; developing web content and newsletters; working with the media and reporting on breaking news incidents and special events; writing public education columns, information pieces and media releases; making presentations at health fairs and other public education events and assisting with the overall coordination of public education events, special events and media events. The Public Information Specialist is assigned to Fire Rescue's Public Relations Group and reports to the Public Relations Manager.

ESSENTIAL FUNCTIONS

The following statements describe the principle functions of this job and its scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief to equalize peak work periods or otherwise to balance the work load.

- Understands the function, operation and structure of county government and the community
- Understands journalistic and public relations principles and practices, including the importance of research/situational analysis, objectives, implementation, evaluation and budgets for public information, education and relations programs and initiatives
- Supports and coordinates significant aspects of the department's public information, education and relations programs, including the development of internal communication initiatives, web content, newsletters, media releases, education articles and other information pieces
- Assists or leads the dissemination of vital information during crises or special events
- Creates and presents public education demonstrations on various fire rescue and emergency medical services topics at health fairs and other public education events
- Understands fire rescue operations and terminology and has the ability to explain complex fire rescue related jargon
- Assists with the coordination of special events and media events, including the department's smoke alarm program and Fire Prevention Month campaign
- Assists with planning, designing, writing, editing and photography of the department's publications, including annual reports, brochures, pamphlets, etc.
- Maintains public information and education contact lists and surveys to ensure consistency and quality assurance

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- Assists or leads the production of public service announcements in broadcast and/or print formats as well as shoots, edits and produces other videos to enhance the department's information/education programs

SECONDARY FUNCTIONS

- Works as a fire rescue representative on committees and task forces as well as attends meetings, workshops, conferences and training drills to sharpen skills and improve department communication and cooperation among agencies
- Assists with public information needs at the Emergency Operations Center during activations and times of crisis and may deploy as part of local, state and national information teams (after completion of required training)
- Works an on-call schedule, which requires overnight and weekend hours as needed to fulfill the requirements of the position
- Performs other duties as assigned

CUSTOMER SERVICE

This is a front-line position responsible for providing excellent customer service in person, by phone or e-mail to the general public, county employees and news media.

SUPERVISION

The Fire Rescue Public Information Specialist functions as a lead worker for a small group of employees (one to five) in the absence of a designated lead position. This individual may review the work product of others as well as provide guidance, advice and assistance to others on work assignments.

EDUCATION, EXPERIENCE, LICENSES AND CERTIFICATIONS

Education and Experience

Bachelor's degree from an accredited college or university with a major in media, mass communications or public relations with three years of progressively responsible experience working in the field of public information, public relations or closely related field. Experience in a comparable local government public information position is desirable. A comparable amount of training and/or experience may be substituted for the minimum qualifications.

Licenses

Valid Florida Drivers License

Certifications

Basic and Advanced Public Information Officer Certificate (completion within one year of hire date)
Fire and Life Safety Educator I and II (recommended but not required)

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JOB SKILLS

- Exceptional writing and presentation skills
- Ability to manage stressful situations with clarity, precision and tact
- Excellent news judgment, media management skills, creativity and consequential thinking

Language Skills

- Ability to read, analyze and interpret complex information, financial reports and legal documents
- Ability to speak effectively and clearly in public, prepare clear and concise reports and make oral presentations to groups, top management and/or boards
- Ability to respond to common inquiries or complaints from citizens, regulatory agencies or members of the business community
- Ability to communicate tactfully, courteously and effectively with disgruntled and dissatisfied citizens
- Ability to establish and maintain good working relationships with other county departments and outside agencies
- Ability to plan and organize effective community information programs as well as develop, plan and write pamphlets and newsletters using graphic design and layout principals
- Ability to understand and explain complex information to the public as well as answer questions
- Ability to plan and organize informational programs and coordinate special events

Mathematical Skills

- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals
- Ability to compute rate, ratio and percent and draw and interpret bar graphs

Problem Solving Abilities

- Ability to plan, organize and supervise assigned projects
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standards exist
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form

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Specialized Skills and Abilities

- Ability to prioritize tasks and meet multiple deadlines
- Knowledge of the principles, practices and techniques of public information and public relations objectives
- Ability to establish and maintain effective relationships with city, county, state and federal officials, citizens and media professionals
- Knowledge of personal computers and programs including desk top publishing, graphic design and photo editing
- Ability to remain calm in stressful situations
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed and considering the larger organizational or team goals rather than individual concerns, including the ability to build a constructive team spirit

Machines and Equipment

The employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, digital camera, video camera, overhead projector, video projector, video tape recorder, DVD machine, copier and other general office equipment in the completion of the tasks of the position.

PHYSICAL DEMANDS

While performing the duties of this job, the employee will regularly stand, walk and sit and occasionally climb, balance, stoop, kneel, crouch or crawl. The employee will also frequently their hands and fingers to handle or feel, reach with hands and arms, talk and hear as well as lift up to fifty pounds. Applicant must be able to see close, distance and color as well as have peripheral vision and depth perception.

WORK ENVIRONMENT

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The majority of essential functions are performed in an office environment; however, working in the field and on fire rescue scenes is required. Manual dexterity to use computer keyboards, answer phones, use copiers, fax machines and video/photography equipment is a must. While performing the duties of this job, the employee will occasionally be exposed to the risks of outdoor weather conditions. The noise level for this environment is moderate.

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| Pay Grade: 16 | Status: E |
| Job Description Number: 5122 | Revised: |