

## **PUBLIC INFORMATION OFFICER – FIRE RESCUE**

### **MAJOR FUNCTION**

This is highly professional and administrative work developing, implementing and administering a public information/relations and communications program for Marion County Government Fire Rescue Operations.

### **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.

- Plans, develops and implements an effective public information program which includes but is not limited to provision of in-house training in public information and relations; and the preparation and distribution of informational publications, promotional brochures, fact sheets, news articles and related materials.
- Development and maintenance of positive community and media relations through frequent contact with the community, business and media personnel.
- Communicates on behalf of the County's Fire Rescue Department in public information matters for responding to highly sensitive matters, emergencies, disasters or other critical incidents.
- Utilizes public relations skills to provide community and professional presentations/programs.
- Designs and produces voice television and radio broadcast materials, breaking news, and features; conducts live and taped interviews with local media representatives.
- Formulates guidelines and protocols for the drafting of news releases and informational reports for dissemination of department information to the public and the media.
- Designs, develops, and updates department website content, including but not limited to, press releases, current events, training/operations, and safety/prevention information.
- Assists the Emergency Management Director in the dissemination of information to the public, news media, and other governmental entities during disaster events.
- Compiles statistical data and management information for use by County officials.
- Establishes methods and procedures for receiving, coordinating and processing citizen requests for information, complaints and suggestions in a timely manner.
- May supervise intern staff; provides basic teaching in television production techniques.
- May also perform work under the direction of the county Public Information Manager, who is responsible for overall countywide information dissemination.

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- Required to be on call after hours to cover responsibilities as needed

### **SECONDARY FUNCTIONS**

- Performs other duties as assigned.

### **CUSTOMER SERVICE**

This is a front-line position for providing excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, consultants, contractors, administrators, public officials, citizens, and customers of the department. Service is provided in person and by phone contact.

### **SUPERVISION**

Functions as a lead worker for a small group of employees (one to five). Responsible for orienting and training others, and review of work product of others. Provides guidance, advice, and assistance to others on work assignments. May be responsible for acting in a Lead capacity over other positions performing essentially the same work, or related technical tasks and reporting to a higher level on a formal basis.

### **EDUCATION, EXPERIENCE, LICENSES, AND CERTIFICATIONS**

#### **Education and Experience**

Bachelor's degree from an accredited college or university with a major in public administration, business, communications, or a closely related field, and five (5) years responsible public relations experience in state, county, city government or similar large-scale organization. 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**

Possession of a valid Florida Drivers License.

### **JOB SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the required knowledge, skills, and abilities.

#### **Language Skills**

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory

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agencies, or members of the business community.

- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.

### **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 to draw and interpret bar graphs.

### **Problem Solving Abilities**

- Ability to comprehend and carry out instructions in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Can explain records, procedures to others as a lead worker. Requires judgment regarding use of equipment, tools, and materials.

### **Specialized Skills and Abilities**

- Knowledge of the principles of organization, public administration, and of the functions, operations and structure of governmental organizations.
- Knowledge of sources of information related to problems of local government.
- Must have strong oral and written communication and presentation skills.
- Knowledge of the principles, practices and techniques of public information and public relations work.
- Ability to write and produce clear and concise reports, publications, memoranda and letters.
- Ability to develop and maintain effective working relationships with media representatives and department personnel and communicate clearly with the general public.
- Ability to establish and maintain effective relations with city, county, state and federal officials and the general public.
- Communicates clearly in both verbal and written form. Creative, artistic talent used to create and produce a variety of presentation media. Meets multiple deadlines.

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- Regularly meets immediate and unexpected deadlines relating to materials, announcements, and media events.
- 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 larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

### **Machines and Equipment**

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, and other general office equipment in the completion of the tasks of the position. Use of a camera, video equipment, reproduction equipment and desktop publishing system.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand, walk, reach with hands and arms, stoop, kneel, crouch or crawl, and use hands to finger to handle or feel. The noise level for this job is moderate noise, typical business office with computers and printers, occasionally loud on site visits.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions.

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