

Position/Role Description
Public Information Officer

<u>Direct Report of:</u>	District President	
<u>Peers With:</u>	District Manager Quality Assurance and Quality Improvement Coordinator	Fire Chief Safety Officer Privacy Officer
<u>Direct Reports:</u>	None	
<u>Locations:</u>	District Headquarters	Remote
<u>Resources Provided for District business:</u>	Radio scanner Business cards Response application	Photocopier/printer access Badge Training and education
<u>Memberships:</u>	Firefighters Association of Missouri (FFAM)	
<u>Compensation and Allowances:</u>	Paid \$____ per month	Mileage, and wireless telephone allowances
<u>Assignment:</u>	Part-time	On – Call 24 hours a day, 7 days per week
<u>Maximum Staffing Level:</u>	1 position	

Primary Responsibilities:

Communicating information to the public, particularly during incidents but also while conducting publicity and informational activities.

Ensures District goals are met and works towards fulfilling the District's vision.

Consults with the Chief, District Manager, and Board of Directors in terms of policy and planning but works independently while planning and conducting publicity and informational activities

Administrative Duties:

- Prepares reports and documentation of publicity, informational, and other activities
- Prepares and delivers presentations and monthly reports to the District's Board of Directors
- Prepares annual budget requests to the Budget Officer
- Controls spending within budget

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Important Duties:

- On behalf of the Fire Chief, serves as the primary spokesperson for operations
- On behalf of the District Manager and Board of Directors, serves as the primary spokesperson for the District
- Assists with community training and education activities.
- Follows applicable state and federal regulations and statutes, particularly involving privacy
- Proposes general procedures, standards, and goals for publicity and informational activities
- Conforms to District policies and standard operating procedures or guidelines, particularly those dealing with privacy
- Provides processes for publicity and informational activities
- Assists with development of District activities and programs, including community activities, education, and emergency preparedness
- On behalf of the Chief or District Manager, attends regular meetings and activities involving local, regional, state, and federal agencies, especially for regional planning and emergency preparedness
- Responds to incidents at the request of the Incident Commander at the scene of incidents as necessary according to the District's standard operating procedures or guidelines, including establishment and operation of the Joint Information System within the National Incident Management System
- Works cooperatively and jointly to provide seamless quality customer service
- Observes periodic training exercises and drills to increase emergency services knowledge
- Attends conferences and seminars to keep abreast of developments in emergency services and public administration

Required Knowledge:

- Internet, social networking, and social media, e.g., Facebook, Twitter, etc.
- Basic Life Support (BLS) emergency medical services concepts
- Fire hazards and fire prevention concepts
- District streets, roads, highways, locations, and known hazards
- Safety standards and precautions pertaining to EMS, first aid, and fire suppression activities
- District ordinances, policies, standard operating procedures or guidelines and state statutes and regulations pertaining to emergency services and public administration, especially privacy
- Leadership principles and practices for a modern emergency services organization
- Principles and practices of management systems and processes

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Required Abilities:

- Interacting with internet, social networking, and social media, e.g., Facebook, Twitter, etc.
- Follows commands and instructions
- Uses good judgment in publicity and informational activities consistent with carrying out the District's mission, policies, operating procedures or guidelines achieving goals, and fulfilling the District's vision
- Establishes relationships and works well with the media, District employees, other officials, the public, and other agencies.
- Works well with the media, public, and employees of other agencies
- Works safely without presenting a direct threat to self or others
- Gathers information by interviewing
- Prepares media releases, reports, and written documents with clearly organized thoughts using proper English sentence construction, punctuation, and grammar
- Communicates with media, co-workers, and employees of other agencies
- Comprehends and makes inferences from written material
- Performs a broad range of leadership, supervisory, and managerial responsibilities over others, including disciplining employees
- Assesses overall operational effectiveness in carrying out the District's mission, achieving goals, and fulfilling the District's vision
- Participates in periodic training exercises and drills, including activities involving regional disaster response
- Communicates with the media, District personnel, patrons, or the public in face-to-face, one-on-one, group, or over the telephone types of settings
- Basic computer skills such as emailing, word processing, and presentations

Training and Experience:

Combination of experience and education that meet the training and experience may be substituted for the following:

- Degree or advanced training, especially in mass communication or public or community relations
- Two years of emergency experience with familiarity of all phases of emergency services operations
- Two years of public or community relations

Confidentiality:

Regularly works with data, processes, or confidential information where disclosure is a serious breach of trust and potential violation of law.

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Working Conditions:

At times, this position requires disagreeable working conditions that include exposure to any number of elements (individuals with injuries, illnesses, contagious diseases, toxic chemicals, hazardous substances, excessive heat, cold, noise, inclement weather as well as occupational hazards such as exposure to smoke, fire, and explosions; etc.), with several continuously present to the extent of being objectionable.

Required Mental and Visual Demands:

- Intense and exacting mental and visual attention, involving the performance of complex work
- Continuous attention to detail

Physical Requirements:

- Hears and responds to visual and auditory alarms, e.g., traffic sounds, sounds of impending building collapse, alarms, sirens, calls for assistance, and other audible signs of alarm or warning in emergency situations
- Communicates effectively via telephone

Additional Requirements:

- Ability to respond to incidents within 30 minutes when available for duty
- Excellent attendance and active participation
- An individual in this position may use personal or District vehicles on District business; therefore, if an individual uses personal or District vehicles, the individual must be physically capable of operating the vehicle safely, possess a valid driver's license, and have an acceptable driving record
- Use of a personal vehicle for District business will be prohibited if the employee does not have personal insurance coverage

Note: This Job Description will be reviewed from time to time and adjusted, if necessary.