

Public Information Officer

Overview	<p>Under supervision of the Fire Chief, performs support functions to the District, which may include:</p> <ul style="list-style-type: none">• Develop and implement district-wide public information.• Participate in public education initiatives and campaigns aligned with the district's strategic goals.• Focus on education, outreach, and community messaging.• Serve as the district spokesperson and perform related duties as needed.
Representative Duties and Knowledge	<p>Administrative Support:</p> <ul style="list-style-type: none">• May be assigned special projects or administrative tasks.• Provide necessary information to chief officers, field personnel, assisting agency personnel, and the public during significant events. <p>Community Outreach and Education:</p> <ul style="list-style-type: none">• Develop and conduct community outreach campaigns.• Establish partnerships with local government and non-profit agencies to educate the public about District services.• Make presentations to governmental bodies, schools, employer groups, and community organizations. <p>Content Creation and Management:</p> <ul style="list-style-type: none">• Design, write, edit, and produce public information materials such as display advertising, brochures, flyers, direct mail materials, news articles, newsletters, bulletin boards, information kiosks, and videos.• Develop and design content for the Department website, social media, AM radio station, and other messaging platforms.• Prepare reports and other documentation as required. <p>Public Notification System Administration:</p> <ul style="list-style-type: none">• Maintain thorough knowledge of notification methods utilized by the Department during emergency and non-emergency situations. <p>Emergency Management Participation:</p> <ul style="list-style-type: none">• Participate in the County of Santa Barbara Office of Emergency Management Joint Information Center and Emergency Public Information Communicators (EPIC) group.• In the event of a significant event, may be called in from off duty to work an extended period.• Participate in drills and training classes as required.• May be scheduled to work on days off.• May be sent to emergencies in other areas for an extended period.
Skills and Abilities	<ul style="list-style-type: none">• Ability to prepare clear and accurate visually appealing reports, newsletters, manuals, forms, etc.• Ability to perform assigned duties independently with minimum supervision.• Identify problems and implement or recommend solutions.• Interpret and apply policies and procedures.• Use tact and discretion; deal effectively with officials, co-workers, and the public.• Communicate effectively both orally and in writing.• Perform competently under extreme pressure.• Make accurate observations and rapid judgments.• Give clear oral instructions and deal effectively with the public and co-workers.• Work cooperatively with others and contribute to a successful team.• Prepare clear and accurate reports.

Minimum Qualifications	<ul style="list-style-type: none"> • Graduation from an accredited college or university with a bachelor’s degree in marketing, communications, public affairs, journalism, political science, public administration, business administration, or a related field. • Two years of responsible experience developing and conducting public information or marketing campaigns, preferably within a local government environment. • Any combination of training, education, and experience that provides the required knowledge and abilities. • Possession of a valid California driver’s license and a satisfactory driving record. • Obtain AED and CPR certifications within 6 months of employment. • Must meet the insurability requirements of the District’s insurer. • Pass extensive background investigation and medical exam, including drug testing.
Desired Qualifications	<ul style="list-style-type: none"> • Undergraduate Degree in Communications, Information Technology, or Public Administration • Public Relations or Public Officer Experience • Website Management • Disaster Preparedness / Response Training
Other Requirements	<p>To be completed within one year of appointment:</p> <ul style="list-style-type: none"> • L-952: All-Hazards Position Specific Public Information Officer. • I-100: Introduction to the Incident Command System. • I-200: Basic Incident Command System. • I-300: Intermediate Incident Command System. • I-700.B: An Introduction to the National Incident Management System. • I-800.D: National Response Framework, an Introduction.
Physical Demands and Working Environment	<p>Physical:</p> <ul style="list-style-type: none"> • The position requires the ability to sit for extended periods, use standard office equipment, and occasionally lift up to 20 pounds. <p>Environmental:</p> <ul style="list-style-type: none"> • The position is primarily based in a climate-controlled office environment with moderate noise levels. • Occasional travel for meetings or errands may be required, exposing the employee to varying weather conditions. • Regular use of computers and standard office equipment is expected.