

Public Information Officer Job Description

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job. Employees acting in this position will be held to this standard as well as that of their assigned rank.

Summary Job Description

Under general direction of the Fire Chief, develops and implements Fire District public information programs, participates in public education programs and campaigns related to the District's strategic goals, including marketing, outreach, and/or customer service activities; may act as District spokesperson and perform related duties as required. Responsible for general knowledge of board meeting administration including preparation of agendas, minutes, resolutions, ordinances and other related matters. May participate in other related programs and services.

Representative Duties and Knowledge

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Provide necessary information to chief officers, field personnel, assisting agency personnel, and the public during significant events
- Develop and conduct community outreach campaigns, including establishing partnerships with local government and non-profit agencies to educate the public about the existence and availability of District services; make presentations to governmental bodies, schools, employer groups, and community organizations
- Design, write, edit and produce public information materials such as display advertising, brochures, flyers, direct mail materials, newsletters, bulletin boards, information kiosks and videos; develop and design content for District website and social media; prepare reports and other documentation as required
- Administer the District public notification system and has a thorough knowledge of the notification methods utilized by the department during emergency and non-emergency situations
- Participate in the County of Santa Barbara Office of Emergency Management Joint Information Center as required
- Behave in accordance with the code of conduct of the Montecito Fire Protection District; is familiar with the policies, procedures, rules and regulations
- Participate in drills and training classes as required
- Perform general administrative support functions
- May be assigned special projects or administrative tasks
- In the event of a significant event, may be called in from off duty to work an extended period of time; may be scheduled to work on days off; may be sent to emergencies in other areas for an extended period of time

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Abilities

- Perform competently under pressure and in stressful situations
- Make accurate observations and rapid decisions
- Understand a variety of procedural instructions; written and oral, and convert to proper actions
- Maintain daily log
- Answer business phones, direct calls and take messages
- Perform clerical functions such as typing, filing, using copier and faxing documents
- Give oral instructions to others
- Prepare clear, concise, accurate written reports / documentation
- Deal tactfully and effectively with the general public and co-workers
- Work cooperatively with others and contribute to a successful team effort
- Work cooperatively with outside agency personnel
- Demonstrate an awareness and appreciation of the cultural diversity of the community
- Uphold the Code of Conduct of the Montecito Fire Protection District

Minimum Qualifications

- Graduation from an accredited college or university with a Bachelor's degree in marketing, communications, public affairs, 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
- Ability to effectively communicate in English and Spanish
- Possession of valid California Driver's License; maintain satisfactory driving record to meet District insurability requirements

Required training to be completed within first year

- L952
- ICS 100, 200 & 300
- NIIMS 700
- NIIMS 900
- CPR / AED Certification

Required training to be completed within three years

CICCS Qualification as PIO3

Other Requirements

Successfully complete 12-month probationary period

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Physical Demands and Working Environment

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Physical:

Primary functions require sufficient physical ability to work mainly indoors in an office-type setting. Continuous sitting and upward and downward flexion of neck, side-to-side turning of neck; twisting and bending at the waist; reaching below the shoulders; fine finger dexterity; simple grasping and repetitive use of hands to manipulate equipment controls, keyboard and other office equipment.

Environment:

Possible exposure to extreme heat, cold, humidity and temperature swings working indoors; excessive noise from radios, phones; exposure to noise and gases from equipment in adjoining bay; exposure to dust, smoke from area fires.