



Communications Officer

DIVISION:	COMMUNITY SERVICES
DEPARTMENT:	
SUPERVISOR:	Partnership and Public Information Manager
SUPERVISION EXERCISED:	NONE
SALARY/WAGE STATUS:	EXEMPT, GRADE 8
CIVIL SERVICE STATUS:	NO
PERS STATUS:	GENERAL SERVICE
BARGAINING UNIT:	NO
REVISION DATE:	4/1/09

PRIMARY PURPOSE

Responsible for increasing external and internal awareness of TVF&R's mission, programs, and values through a wide array of communication tools and methods. Develops and maintains positive working relationships with District employees, news organizations, and community organizations. Responds to emergency incidents as a Public Information Officer.

ESSENTIAL FUNCTIONS

The essential functions of this position include, but are not limited to, the following duties and responsibilities:

1. Proactively engages media regarding emergency incidents; responsible for Public Information Officer (PIO) duties on routine responses Monday – Friday 0800 to 1630. Also participates as a 24-hour PIO on a five week rotation with other Community Services staff. Performs PIO duties as a member of a District Incident Management Team.
2. Works across the organization to develop content for new media (pod-casts, e-newsletters, websites, social network sites, etc.) and traditional media (print, District television, public presentations, crew briefings, news releases, etc.) to enhance external and internal communications for the purpose of educating and informing the public, and encouraging a knowledgeable workforce.
3. Assists Partnership and Public Information Manager in promoting District programs and initiatives through involvement with the Safety Matters newsletter, support of Operations personnel at Community meetings and development of marketing materials.

4. Makes presentations to a wide variety of community groups to promote the programs, services, and safety initiatives of the District.
5. In conjunction with the Prevention Division, assists in the development and delivery of educational materials and programs.
6. Utilizing a variety of software applications, drafts correspondence, develops presentations, generates reports, and updates web pages.

SECONDARY FUNCTIONS

1. Identifies, builds and maintains relationships with other public and private organizations to promote public safety and the fire department mission.
2. Monitors news publications and other media coverage.
3. Performs other duties as assigned.
4. Must be prepared to report/remain at work during major emergencies, disasters, and some large emergency exercises with little or no notice. Must be able to meet this requirement without substantial delay by taking appropriate steps for individual and family preparedness.
5. May receive assignments well outside of job description or normal chain of command during major emergencies, disasters and some emergency exercises.

JOB SCOPE

Responsible for a wide variety of communication duties, including daytime media interface on emergency incidents. Has significant contact externally and internally with others. Independently performs a wide variety of duties and responsibilities under the general supervision of the Partnership and Public Information Manager. On call 24/7 a minimum of one week every five weeks. May work under intermittent stress on duties that have a significant impact on the organization's reputation. The principal duties of this position are performed in a wide range of environments ranging from indoor offices and public places to emergency incidents which may require work to be performed under conditions of mental and physical stress.

JOB QUALIFICATIONS

- Must possess a Bachelor degree in journalism, public relations, media relations or in a related field, or an equivalent combination of education, experience and work history in directly applicable positions may be considered in lieu of a degree.

- Five (5) years experience in media relations, journalism, public relations, or communications capacity, with a minimum of two years experience in media relations.
- Ability to read and understand, and communicate effectively in English, both orally and in writing.
- Ability to communicate effectively and present a composed and professional image in media interviews and presentations to groups of all sizes and types.
- Ability to make decisions independently in accordance with established policies and to use initiative and judgment in carrying out tasks and responsibilities.
- Ability to work comfortably in a variety of communications formats, including traditional media (print, radio, television, public speaking) and new media (pod-casts, e-newsletters, websites, social network sites, etc.)
- Ability to use tact and judgment in dealing with the public, including conflict resolution.
- Ability to think creatively and develop new concepts.
- Ability to write with clarity and in a succinct and creative fashion.
- Requires the ability to travel throughout the District to various work site locations in order to fulfill the essential functions of the position. Must possess a current, valid driver's license and maintain a driving record insurable by the District's insurer in order to drive a District vehicle.
- Solid knowledge of and ability to operate a personal computer and standard office software applications in addition to a variety of other software applications including, but not limited to desktop publishing, web development, and graphic design.
- Ability to work independently and provide great customer service to both internal and external customers.
- Ability to remain calm in emergency situations.
- Ability to establish and maintain courteous working relationships with others both inside and outside the Fire District.

WORKING CONDITIONS

Ability to perform the physical activities required for the essential functions including, but not limited to, frequent sitting; continuous talking and hearing both in person and over the phone; regular walking and mobility; frequent keyboarding; infrequent lifting and carrying weights up to

30 lbs. for materials used in presentations; and all other physical activities required to perform the essential functions.