

Drexel Heights Fire District

Job Description

Job Title: Public Education/Information Manager **Position Code:** 150
Department: Administration **Step Range:** 43-43
FLSA: Not Exempt Part-Time **Date:** Sept. 1, 2014

General Description

Under the direction of the Fire Chief, the Public Education / Information Manager shall create, coordinate and present public education programs, develop and disseminate public information for the Fire District.

Supervision Received:

Works under the direct supervision of the Fire Chief or his designee.

Supervision Exercised:

Supervises the Public Education Specialists, and Operations personnel who may assist with presentations and programs.

Essential Duties and Responsibilities

1. Adhere to and utilizes District Policies and Guidelines.
2. Generate press releases and public education education/information programs based on emergency and non-emergency responses by District units.
3. Develop public education programs and coordinate the delivery of the programs.
4. Deliver public education programs and presentations as needed.
5. Disseminate information designed to keep the public informed of district activities and events.
6. Prepare and distribute fact sheets, news releases, photographs, flyers and other information to media representatives and/or other persons for purposes of publicizing District activities.
7. Maintain the District's Intranet site and Internet Webpage insuring that they are up to date and accurate.
8. Develop external newsletters or flyers concerning District activities.
9. Develop annual report newsletter for distribution.
10. Takes photos at District activities and events as required.
11. Maintain archive of print and other media publications concerning the District.
12. Serves as the media contact during business and non-business hours.
13. Provide training in the area of media relations, public information and public education for other District personnel.
14. Coordinate with the Operations Battalion Chiefs participation of operations personnel and apparatus in public education programs.
15. Apply for and manage grants received under the Community Development Block Grant program or other similar related programs for public education

- and information related programs and the hydrant installation program in the District.
16. Work with the Public Information and Education Committee in program development and delivery.
 17. Serve as the District's liaison with community groups, media and the general public.
 18. Maintains listing of other organizations in the District and routinely attends meeting or events representing the District.
 19. Maintain all records, reports and files in the public education/information area.
 20. Perform other duties as required by the Fire Chief.
 21. Maintain as confidential all District information as appropriate.

Knowledge, Skills and Abilities

1. Ability to think logically and quickly during an emergency.
2. Ability to listen to and apply information and instructions.
3. Ability to read and comprehend technically written materials and manuals.
4. Understanding of media and journalistic styles and issues.
5. Experience with media/marketing programs. Requires good judgment and use of discretion.
6. Ability to make decisions consistent with District policy and guidelines.
7. Good social skills and the ability to be courteous even under adverse conditions.
8. Ability to write legibly, speak distinctly and have good hearing.
9. Requires confidentiality and ability to remain calm under stress.
10. Ability to build teams.
11. Ability to maintain and uphold high ethical standards.

Minimum Education, Training and Experience Requirements

1. Bachelors Degree in fire science, education, business management or related field.
2. Type 35 words per minute.
3. Must possess or be able to possess a valid Arizona Drivers License.
4. No felony convictions or disqualifying criminal histories within the past ten (10) years.

Preferred Education, Training and Experience

1. Masters Degree in marketing, media relations, business, management or related field.
2. Teaching Certificate in the State of Arizona
3. Ability to communicate in both English and Spanish.
4. Two years Fire Service/EMS experience.

Tools, Equipment and Work Aides Used

Telephones (including the use of ear pieces), radios, computer, typewriter, copier, fax machine, other typical office equipment, calculator, digital camera, video cameras and other media devices.

Physical Demands

The physical demands described here 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 functions.

While performing the duties of this job, the employee is frequently required to sit; talk and/or hear; stand; walk; use hands to finger, handle or operate objects, tools or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop; kneel; crouch; or crawl; taste and smell.

The employee may frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision required by this job includes close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in an office, vehicles and outdoor settings, in all weather conditions, including temperature extremes, during day and night. Work is often performed in emergency and stressful situations. Individual is exposed to hearing alarms. There is significant office worked conducted by this position.

The noise level in the work environment is usually quiet in office settings and loud at an emergency scene.

Selection Guidelines

Formal application; review of education and experience; appropriate testing and interviews; oral interview; background check; drug screen; final selection and completion of a pre-employment medical exam. The Fire Chief makes appointment.

Miscellaneous

The examples of duties are intended only as illustrations of the various types of work performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: /s/ *Douglas Chappell* Effective Date: Sept. 1 2014