

Marion County Board of County Commissioners

POSITION DESCRIPTION



To be successful in this position, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

PUBLIC SAFETY INFORMATION MANAGER

Department: Fire Rescue
Pay Grade: 112
FLSA Status: Exempt
Job Class: 1308
Risk Code: 8810

JOB SUMMARY

Responsible for developing, implementing, and administering programs to include public information/relations, communications, fire education, and life safety prevention for Marion County Government Fire Rescue Operations.

ESSENTIAL JOB FUNCTIONS

- Plans, develops, and implements effective public information programs that include but are not limited to provision of in-house training in public information and relations and the preparation and distribution of informational publications, promotional brochures, fact sheets, news articles and related materials.
- Plans, develops, coordinates, and delivers public fire education and life safety prevention programs and activities for schools, daycare centers, healthcare facilities, businesses, private residences, and the community.
- Develops curriculum to meet the needs of young children, preteens, adolescents, and their parents to increase awareness of fire hazards and fire safety and prevention strategies.
- Establishes public fire and life safety priorities with a program so that local public fire and life safety education activities address identified risk priorities.
- Plans, organizes, and executes educational programs to include format, timelines, and relevant resources.
- Coordinates and designs educational marketing materials for a publication to a variety of audiences.
- Maintains responsibility for all media relations and covers mainstream, TV, radio, newspaper, and web-based media outlets.
- Maintains responsibility for Employee Recognition programs including on-the-spot recognition and quarterly recognition/graduation ceremonies.
- May assist in the delivery of the Juvenile Firesetter Prevention and Intervention Program.
- Evaluates fire and life safety issues for development or revisal of educational materials, methods and/or techniques for applicable method delivery.

- Plans, coordinates, and schedules the department's public education activities for National Fire Prevention Week, EMS week, or other safety related events (i.e. Hurricane season).
- Works with other departments as needed in coordination and dissemination of information to the general public.
- Serves as a liaison with external and internal departments, agencies, and community resources for joint efforts in fire education and life safety prevention programs.
- Oversees the development and maintenance of positive community and media relations through frequent contact with the community, business, and media personnel.
- Conducts and/or coordinates tours of the fire stations and assists in seminars, conferences, ceremonies, and other special events sponsored by the department.
- Contacts citizens, merchant groups, and media outlets to promote and provide fire safety and injury prevention education programs.
- Compiles reports, memoranda, studies and evaluations, which identify attendance, content assessment, and improvement recommendations to assess the impact of educational programs. Researches products and/or professional service selection.
- Evaluates the effectiveness of fire and life safety education programs by collecting and analyzing relevant data and statistics. Analyzes current and future trends and adapts programs to meet challenges.
- Develops a fire and life safety education budget so that capital operating and personnel costs are determined and justified.
- Communicates on behalf of the County's Fire Rescue Department in public information matters for responding to highly sensitive matters, emergencies, disasters, or other critical incidents.
- Utilizes public relations skills to provide community with professional presentations/programs.
- Designs and produces voice television and radio broadcast materials, breaking news, and features. Conducts live and taped interviews with local media representatives.
- Drafts news releases and informational reports for dissemination of department information to the public and the media.
- Designs, develops, and updates department website content, including but not limited to, press releases, current events, training/operations, and safety/prevention information.
- Assists the Fire Chief and Emergency Management Director in the dissemination of information to the public, news media, and other governmental entities during disaster events.
- Establishes methods and procedures for receiving, coordinating, and processing citizen requests for information, complaints, and suggestions in a timely manner.
- May supervise intern staff.
- Provides basic teaching in television production techniques.
- Schedules work hours to accommodate client needs, such as programs and presentations may need to be scheduled in the evenings and weekends.
- Provides excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, and customers of the department. Service is provided in person or by phone contact.
- Implements the organization's guiding principles and core values.
- Performs other related job duties as assigned.

SUPERVISION

This position is responsible for supervising a small group of employees (one to five). Responsible for orienting and training others, and review of work product of others. Provides guidance, advice, and assistance to others on work assignments. May be responsible for acting in a lead capacity over other positions performing essentially the same work, or related technical tasks and reporting to a higher level on a formal basis.

QUALIFICATIONS

Education and Experience:

Bachelor's Degree in Public Administration, Business, Communications, Public Relations, or related field or equivalent; and five (5) years' experience in a comparable local government public information, public relations, or public education position; or an equivalent combination of education and experience.

Licenses or Certifications:

Possession of a valid, State of Florida driver's license to operate a motor vehicle. Requirement exists at the time of hire and as a condition of continued employment.

- Must successfully complete 64 hours of Fire and Life Safety Educator Training (Levels 1 & 2) and obtain Florida State certification to be compliant with NFPA 1035 Standard for Fire and Life Safety Educator.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to comprehend and carry out instructions in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Ability to explain records, procedures to others as a lead worker.
- Ability to exercise judgment regarding use of equipment, tools, and materials.

- Knowledge of the principles of organization, public administration, and of the functions, operations, and structure of governmental organizations.
- Knowledge of sources of information related to problems of local government.

- Knowledge of the principles, practices and techniques of public information and public relations work.
- Skills in public speaking and presentation.
- Ability to write and produce clear and concise reports, publications, memoranda, and letters.
- Ability to develop and maintain effective working relationships with media representatives and department personnel and communicate clearly with the general public.
- Ability to establish and maintain effective relations with city, county, state and federal officials and the general public.
- Ability to utilize creative and artistic talent used to create and produce a variety of presentation media.
- Ability to regularly meet immediate and unexpected deadlines relating to materials, announcements, and media events.
- Ability to remain calm and flexible in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

PHYSICAL DEMANDS

The work is medium work which requires exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects. While performing the duties of this job, the employee will regularly be required to talk or hear; frequently required to sit; occasionally required to stand, walk, reach with hands and arms; stoop, kneel, crouch or crawl, and use hands to finger to handle or feel.

WORK ENVIRONMENT

Work is performed primarily in an indoor environment with limited exposure to adverse environmental conditions. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions.

Marion County has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date

E.O.E. Marion County does not discriminate on the basis of race, color, national origin, sex, religion, age, disability or military service in employment or the provision of services.