


East Lake Tarpon Special Fire Control District		
	<i>SOP 209 Job Description-Public Education Officer</i>	
	Implementation Date: 08/25/2015	Revision Date(s): 08/25/2015
		Reviewed Date(s):
	Forms or Attachments: None	

GENERAL DESCRIPTION

Responsible staff position serving in a dual capacity in two main focus areas; 1) Life Safety Education & Wellness, and, 2) Public Information & Media.

Life Safety Education & Wellness – Under the general supervision of the Fire Chief, the Public Education Officer is responsible for the program development, promotion and instruction of fire, life safety, and wellness programs for schools, businesses, ALF’s, community groups, citizens of and visitors to the East Lake Fire District. This position primarily works in the area of prevention education utilizing nationally recognized programs as well as curriculum developed by the East Lake Fire District.

Public Information & Marketing – Responsible for the management of the East Lake Fire District’s communications strategies and objectives. This position’s primary role is to maintain positive relations between the public and the East Lake Fire District, as well as to communicate with the media, assist in the maintenance of the District’s websites, social media venues, and coordinate communications regarding District activities, events and initiatives.

REPORTING RELATIONSHIPS

Reports To: Fire Chief

Supervises: None

ESSENTIAL POSITION FUNCTIONS - Life Safety Education & Prevention

- Schedules, prepares, and presents public fire, life safety, and wellness education programs to various audiences, including; community groups, seniors, school children, business

groups and other interested parties.

- Provides CPR and Basic First Aid Training to individuals and community groups.
- Coordinates CPR / First Aid instructors assigned to the East Lake AHA training site.
- Prepares and produces brochures, pamphlets, and other printed and visual materials for distribution and/or presentation on a variety of safety & wellness subjects.
- Coordinates tours of District facilities with public and private schools and other organizations.
- Presents and instructs safety and wellness education classes for District employees.
- Facilitates and coordinates with the Juvenile Fire Setters Program.
- Conducts research by statistical analysis and writes reports pertaining to life safety, fire prevention, and other fire service related matters as requested.
- Serves as the Civilian Coordinator for support programs such as Community Emergency Response Team (CERT).
- Serves as the District's liaison to the Safe Kids organization and other life safety, wellness and prevention organizations as deemed worthwhile.
- Performs other job related duties that are consistent with assigned Division responsibilities.

ESSENTIAL POSITION FUNCTIONS – Public Information & Marketing

- Participate in the implementation of the District's Strategic Plan.
- Develop, integrate, and implement public information activities designed to enhance the East Lake Fire District and the services delivered.
- Cultivate and maintain strong media relationships.
- Responsible for varied and integrated communications products including website, print publications, newsletters, online communications, and social media outlets.
- Responsible for planning and implementing District special events, ribbon cuttings, and press conferences.
- Responsible for planning and coordination of emergency communications, notifications and instructions.
- Responsible for preparation and distribution of news releases, resolutions, award applications, and other materials.
- Responsible for supporting departments as an advertising and marketing resource.
- Schedules and coordinate Fire District activities such as Annual Open House and National Fire Prevention Week.
- Schedules and coordinate community special events such as "Great American Teach In", and "Walk Your Child to School".

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

Bachelor's Degree from an accredited college or university in Public Relations, Mass Communications, Education, Marketing, Public Administration, or other related field preferred. Position requires a minimum of three (3) years specific vocational preparation, with preference in the public sector. Must be able to demonstrate an understanding of the principles and practices

of the Fire Rescue Emergency Service; must have the ability to organize and administer various functions simultaneously while maintaining effective working relationships with fellow employees and the general public. Must have formal training as a Public Information Officer (PIO). Must possess the ability to continuously maintain a positive public profile. Must have excellent communication skills with the ability to think and react quickly to changing situations.

LICENSES, CERTIFICATIONS, OR REGISTRATIONS

Possess and maintain a valid Florida Class E Operator's License.

Possess and maintain CPR/AED certification.

Possess and maintain instructor certification for CPR/AED and first aid training (preferred).

Possess and maintain National Child Passenger Safety Seat Certification.

Possession and maintenance of Municipal Fire Safety Inspector Certificate of Compliance as issued by the Division of the State Fire Marshal Bureau of Fire Standards and Training (preferred).

ESSENTIAL PHYSICAL SKILLS

Ability to effectively communicate both verbally and in writing. Ability to use a computer and maintain familiarity with MS Office programs. Ability to drive assigned District vehicles. Ability to make presentations to employee groups and community groups. Ability to lift up to 35 pounds.

ENVIRONMENTAL CONDITIONS

Performs professional and administrative duties, primarily in an office environment with occasional exposure to outside conditions.

NOTE: Reasonable accommodation considerations will be made for otherwise qualified individuals with a disability.