


East Lake Tarpon Special Fire Control District	
	<i>SOG 209 Job Description - Fire and Life Safety Educator</i>
	Implementation Date: 08/25/2015
	Revision Date(s): 08/25/2015, 04/23/2019
	Reviewed Date(s): 04/02/2019
Forms or Attachments: None	

POSITION TITLE: Fire and Life Safety Educator

IMMEDIATE SUPERVISOR: Assistant Chief

EMPLOYMENT HOURS: 40 hours, Non-Exempt

ACHIEVEMENT METHOD: Hired by the Fire Chief

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.

Fire and Life Safety Education & Wellness – Under the general supervision of the Fire Assistant Chief, the Fire and Life Safety Educator 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.

Responsibilities and Essential Job Functions:

I. 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.

II. 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/Bike to School".

Minimum Qualification Requirements:

Education and Certifications:

- Bachelor's Degree from an accredited college or university in Public Relations, Mass Communications, Education, Marketing, Public Administration, or other related field preferred.
- Minimum of three (3) years specific vocational preparation, with preference in the public sector.
- Have formal training as a Public Information Officer (PIO)
- Possess (or acquire within 12 months) and maintain a valid Florida Class E Operator's License.
- Possess (or acquire within 12 months) and maintain CPR/AED certification.
- Possess (or acquire within 12 months) and maintain instructor certification for CPR/AED and first aid training (preferred).
- Possess (or acquire within 12 months) and maintain National Child Passenger Safety Seat Certification.
- Possess (or acquire within 12 months) and maintain Certificate of Competency in Fire and Life Safety Educator from the Division of State fire Marshall.

Knowledge, Skills and Abilities:

- Demonstrate an understanding of the principles and practices of the Fire Rescue Emergency Service.
- Ability to organize and administer various functions simultaneously.
- Maintain effective working relationships with fellow employees and the general public.
- Possess the ability to continuously maintain a positive public profile.
- Excellent communication skills with the ability to think and react quickly to changing situations.
- Experience coordinating events
- Proven time management 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.

Physical Requirements:

- 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.