

<b>GREATER NAPLES FIRE RESCUE DISTRICT</b>
<b>Public Information Officer (PIO)/Public Educator</b>
<b>District Rank: Public Information Officer (PIO)/Public Educator</b>
<b>Direct Report: Fire Chief</b>
<b>FLSA Consideration: Exempt</b>
<b>Approved: J. Nolan Sapp, Fire Chief</b>
<b>Date:</b>
<b>Revised date:</b>

**I. General Description:**

The Public Information Officer (PIO)/Public Educator is responsible for providing professional public relations, the planning and development of Greater Naples Fire Rescue District’s public education, communication, and marketing activities that foster positive relationships within our community. Duties also include public appearances with or on behalf of the Fire Chief, the development of internal and external communications and design of materials, graphics and more. Work is performed under the general supervision of the Fire Chief.

**II. Position Responsibilities:**

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related or a logical assignment for this classification. Other duties may be required and assigned to you as appropriate.

- Performs media relations including responding to routine media inquiries and questions, coordinating interviews, providing print and broadcast interviews as needed, tracking resulting stories, and managing essential and time-critical communication activities
- Develops and presents fire safety and prevention programs for all levels of the communities and its citizens with emphasis on elementary and senior age groups
- Responds to requests from citizens, community groups, businesses and other agencies relating to fire safety and prevention programs
- Works with the Fire Chief and Command staff to determine local fire prevention and educational program outreach
- Researches, writes and disseminates newsletters, brochures, news releases, and other informational materials to the community and media
- Acts as a representative of the District and Fire Chief at events, seminars, and community functions
- Develops and delivers website and social media content including the monitoring and creation of engaging and informative public education content that highlights the District. Develops and maintains a content calendar.
- Designs, executes, and evaluates a comprehensive marketing and community relations plan for the District. Collaborates with Command staff in the creation and execution of this plan.
- Establish processes and develop measures to track the progress and effectiveness of marketing and communications
- Provides reports regarding program effectiveness to the Fire Chief, Command staff, board of Fire Commissioners, and other community groups, as necessary

- Researches potential partnerships and alternative sources of funding to support public education programs and activities

### **III. Supervisory Responsibilities:**

While the employee does not directly supervise other employees, the employee has the responsibility of overseeing specific functions that are critical to the District's success.

### **IV. Hours of Work:**

Typically, a forty (40) hour workweek is assigned. However, the employee can be recalled from off-duty when urgent emergencies arise or directed by the Fire Chief. Under the Fire Chief's direction, work is reviewed through discussions, observation, analysis of work product, and evaluation of results achieved.

The position is considered exempt under the provisions of the Fair Labor Standards Act (FLSA) and is provided benefits and incentives according to the District's Administrative Handbook.

### **V. Knowledge, Skills, and Abilities:**

To perform this job successfully, an individual must be able to demonstrate each essential duty satisfactorily. The following are representative of the knowledge, skill, and abilities required for the position.

- Possess knowledge of Federal, State, Local law, County ordinances, and Fire District governing documents
- Demonstrate the ability to respond to common inquiries or complaints from employees, customers, other agencies, or members of the business community
- Demonstrate the ability to promote a positive morale among all personnel
- Possess the ability to read, analyze and interpret financial reports and legal documents
- Demonstrate the ability to define problems, collect data, establish facts, and draw conclusions; capable of interpreting extensive technical instructions and to deal with several abstract and concrete variables
- Possess the skill and demonstrate the ability to work cooperatively with others, build consensus and achieve organizational goals
- Demonstrate the ability to effectively present information to the Fire Chief, Command staff, public groups, and/or the Board of Fire Commissioners
- Demonstrate effective interpersonal and communication skills and maintain the ability to address individual or group needs while meeting the goals of the greater organization
- Must be detail oriented, accurate and exercise sound judgement in stressful situations
- Demonstrate leadership skills, to serve as an example to others with regard to professional behavior, handling multiple tasks, maintaining a positive attitude, and positive response to organizational change
- Demonstrate ability to summarize information and develop professional presentations

### **VI. Requirements:**

The requirement of knowledge, skills, and abilities through education, training and experience are set by the District at the time of the opening and consistent with fire service

standards and District expectations.

- Bachelor's degree from an accredited college or university in Public Administration, Public Relations, Journalism, Communications, or related field. Master's degree preferred.
- Minimum 5 years of progressively responsible professional experience in public relations or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this position.
- Previous experience in public fire safety education is preferred, but not required
- Must possess and maintain a current healthcare provider Cardiopulmonary Resuscitation (CPR) Instructor certification
- Must possess and maintain a Community Emergency Response Team (CERT) certification
- Advanced knowledge of information technology related systems and programs to include, but not limited to Microsoft Office Suite (Word, Excel, Power Point, Publisher, Visio, etc.), Adobe products and other related programs and platforms
- Proven ability to write and speak clearly and accurately with a strong command of the English language (including grammar, spelling, punctuation and sentence structure).
- Advanced knowledge of social media platforms
- Must possess and maintain a valid Florida Driver license, class "E" and a driving record which meets or exceeds minimum the District's driving standards
- Shall demonstrate a record of attendance at further training to maintain current knowledge in all areas of their job by attendance at recognized seminars, conferences, and training programs

## **VII. Physical and Mental Requirements:**

The physical and mental demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- This individual is primarily subject to sedentary work; must be able to move freely around an office setting. Work is performed primarily in an office setting with some travel to various meeting or emergency sites.
- Must be able to use the fingers to make small movements such as typing, writing, using a calculator, picking up small objects, or pinching fingers together.
- Must be able to frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- Must be able to hear average or normal conversations and receive ordinary information.
- Frequent movements using the wrist, hands, and/or fingers are regularly required.
- Average, ordinary visual acuity necessary to prepare or inspect documents or products, or operate computer and office equipment is required.
- Must be able to regularly exert up to 10 lbs. of force while bending, lifting and standing.
- Must be able to operate a motor vehicle.

## **VIII. Employment:**

Greater Naples Fire-Rescue District is an Equal Opportunity Employer. In compliance with the Americans with Disability Act (ADA), the Fire District will provide reasonable

accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

**IX. Employee Acknowledgement**

By signing this document, I acknowledge that I reviewed the job description and understand what is expected of me in this position. I attest that I am able to perform the essential job functions are outlined with or without any reasonable accommodations.

\_\_\_\_\_  
Employee's Signature and Date

\_\_\_\_\_  
Employee's Name (please print)

\_\_\_\_\_  
Direct Manager's Signature and Date

\_\_\_\_\_  
Direct Manager's Name (please print)