



CLASS SPECIFICATION

Class Code: 18752
Date Est: 03/2019
Last Rev: 07/2021
Last Title Chg:
FLSA: Non-exempt
Probation: 12 Months

FIRE COMMUNICATIONS MANAGER

DEFINITION

Under general direction of the Fire Chief, plan and develop strategies that integrate the District's communications, public relations and strategic initiatives into a cohesive effort that conveys a consistent message in support of the District's mission, vision and goals; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A Bachelor's degree from an accredited college or university in Journalism, Marketing, Public Relations, or closely related field and five years full-time experience in developing strategic communication plans and preparing and disseminating information through various media; OR an equivalent combination of training and experience that meets the essential functions of the position.

LICENSE OR CERTIFICATE

Required at time of appointment:

A valid driver's license.

Required within 1 year of appointment:

Incident Command System 100, 200, 300, 400, 700, and 800

SUPERVISION EXERCISED

May provide direct supervision to support staff in times of emergencies or crisis.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Serves as strategic advisor to senior fire service leaders with respect to communications and public affairs initiatives.

Initiates and oversees the establishment of integrated strategies, plans, and programs designed to ensure that all communication and public relations efforts are cohesive, consistent, and effective in supporting the mission and advancement of District goals.

Plans, develops, directs, and coordinates comprehensive communication programs, to include media, public affairs and publications in close collaboration with other institutional communications and/or public relations activities.

Provides direct and proactive advice, consultation, and assistance to elected officials and senior leaders regarding public information matters, to include providing direct assistance in researching, providing information and developing messages.

Serves as spokesperson and primary point of contact for information related to fire services operations; respond to inquiries from staff, media, community leaders and the public.

Manage and update social media activities including the District website and social media venues to ensure timely, accurate data and information exchange.

Coordinate and conduct public information programs for the District and serve as liaison with the public and the media.

Coordinate and arrange press conferences, media interviews and issue press releases on District activities.

Develop, manage and update informational, and educational materials as part of fire service public education planning.

Schedule and coordinate public education events.

Collaborate with County departments, local, state and federal agencies on regional issues that may impact the general public.

Manage, track and respond to public records requests.

Track, monitor and respond to legislation that may impact District operations.

Assist the Fire Chief with special projects or initiatives.

Ensure that assigned personnel perform duties and responsibilities in a safe and prudent manner that does not expose them or others to unnecessary harm or risk of on-the-job injury.

JOB RELATED AND ESSENTIAL QUALIFICATIONS *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Knowledge and understanding of the mission, vision and goals of the Truckee Meadows Fire Protection District as regional leader in the fire service industry.

Truckee Meadows Fire Protection District policies and procedures.

The principles and practices of public relations work including verbal, written and visual presentations.

Municipal organization and functions and the relationships within municipal government and other levels of government and local community groups as they relate to District roles and responsibilities.

Knowledge and ability in effective use of the internet and other alternative media, including fluency in both the use of social media and the means to gauge its effectiveness.

Methods for information gathering, message development, dissemination and monitoring information technology.

Applicable public information laws, standards and policies

Computer software including word processing, spreadsheets and specialized software specific to the District.

Legislative process

Ability to:

Effectively represent the programs, operations, and functions of Truckee Meadows Fire Protection District and assigned functional area with the public, District staff, elected officials, and other government agencies.

Provide effective advice and counsel on strategic and/or critical communication issues and to exercise effective judgement.

Collect accurate information for dissemination

Write and proofread correspondence, memoranda, administrative summaries, reports and other documents with a high degree of attention to detail.

Interview wide range of internal and external stakeholders including federal, state, local officials, general public

Work cooperatively with other departments, divisions, outside agencies and boards, elected officials, management, staff, and the general public.

Respond to incidents and function within the ICS leading the PIO section.

Plan, organize, implement work procedures, and handle multiple priorities to accommodate rapidly changing situations, incidents and activities of the Fire District.

Maintain confidential data and information.

Exercise emotional control and manage stressful situations in a calm, objective manner.

Establish and maintain effective working relationships with those contacted in the course of work.

SPECIAL REQUIREMENTS

Essential duties require the following physical skills and work environment.

Ability to stand and walk for extended periods. Ability to frequently stoop, bend, and kneel. Corrected hearing and vision to normal range. Verbal communication and reading ability. Ability to work at considerable heights. Ability to perform sustained and vigorous activities in a variety of environmental conditions. Ability to tolerate exposure to heat, fumes, smoke pressurized water, and chemicals.

Positions are required to work varied shifts including evenings, weekend, and holidays.

This class specification is used for classification, recruitment, and examination purposes. It is not to be considered a substitute for work performance standards.