

TO: Board of Estimates

FROM: Julie Trimbell, Human Resources

DATE: November 7, 2014

SUBJECT: Fire Public Information Specialist

Fire Chief Steven Davis is requesting the recreation of a 1.0 FTE Fire Education/Enforcement Officer 2 position, #2148, (CG16-16) currently vacant, to a 1.0 FTE Fire Public Information Specialist 2 position (CG18-10), to be posted and underfilled as a Fire Public Information Specialist 1 (CG18-08). This position is needed to facilitate the Department's internal and external communications, and to serve as the primary spokesperson for the Fire Chief and the Fire Department. Upon reviewing the submitted position description (see attached) and discussions with Assistant Chief Mike Popovich, I recommend the Fire Education/Enforcement Officer 2 position be recreated as a Fire Public Information Specialist 2 position (CG18-10) due to the type and level of responsibilities to be performed.

In 2012, Chief Davis evaluated the needs of the Madison Fire Department and determined a need for a professional Public Information Officer, similar to the Police Department, to serve as a dedicated public relations person for the benefit of Fire suppression, prevention and information distribution. This series differs from the Fire Education/Enforcement Officer series in that the Public Information Specialist will have more direct contact with the media and professional outreach, and handling public records requests whereas the Education/Enforcement Officers perform outreach with schools and community groups, teaching about fire safety and other concerns. Where the Education/Enforcement Officers may assist the Public Information Specialist with certain duties, there is a distinction between the work, as outlined above.

Although the Fire Public Information Specialist series was created in 2012 with the intent of filling a position, shortly after, the Fire Department determined a more immediate and greater need for a full-time, in-house information technology staff member and delayed the process. The Fire Department is now looking to hire an experienced professional to develop and implement a comprehensive Public Information Program on behalf of the Madison Fire Department. Responsibilities will include press releases, news conferences, electronic media, records maintenance and recruitment activities. The Fire Department anticipates hiring a Fire Public Information Specialist 1, someone with public relations credentials, who will be able to foster positive relationships with the various media outlets in town. The employee will be able to gain detailed knowledge of records and HIPAA law once on board, in addition to the associated confidentiality regulations, and then qualify for Fire Public Information Specialist 2.

Since the Fire Public Information Specialist 2 classification already exists in the City's classification scheme, recreation of a Fire Education/Enforcement Officer 2 position within the Fire Department operating budget may be authorized directly by the Board of Estimates, according to Mayoral APM 2-4. Therefore, I am recommending recreation of a 1.0 FTE Fire Education/Enforcement Officer 2 position, #2148, to a 1.0 FTE Fire Public Information Specialist 2 position within the Fire Department budget.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2014 Annual Minimum (Step 1)	2014 Annual Maximum (Step 5)	2014 Annual Maximum +12% longevity
16/16	\$61,775	\$61,775	\$69,186
18/10	\$59,654	\$71,694	\$80,288

cc: Steven Davis – Fire Chief
Michael Popovich – Assistant Fire Chief
Greg Leifer – Employee and Labor Relations Manager