

FIRE COMMUNITY EDUCATION SPECIALIST 1-3

CLASS DESCRIPTION

General Responsibilities:

This is responsible paraprofessional work in the development and implementation of the Madison Fire Department's Community Education, Community Outreach and Community Risk Reduction Program (which incorporates community education, public relations, and related services). Under the general supervision of the Fire Marshal, employees exercise judgment and discretion in the strategic implementation of assigned responsibilities. This series is structured to provide for career progression from Fire Community Education Specialist 1 to 2 based on personal development. Progression to the Fire Community Education Specialist 3 (leadworker) position is accomplished by competition. The levels of the Fire Community Education Specialist series are structured as follows:

Fire Community Education Specialist 1:

This is entry level fire and life safety, public and community education work. The work is initially performed under supervision, but employees are expected to work with increasing independence as they gain familiarity with related methodologies, techniques and processes.

Fire Community Education Specialist 2:

This is journey level fire and life safety, public and community education work characterized by a fully developed knowledge of the applicable methodologies, fire and life safety techniques and principles, fire codes, fire ground operations, media and public relations, educational methods and techniques, and other related procedures and techniques. The work is performed with significant independence and requires judgment and discretion in carrying out assigned activities.

Fire Community Education Specialist 3:

This is advanced-level fire and life safety, public and community education work and involves staff and program leadership and coordinative responsibilities. The work includes performing the more complex assignments and is characterized by programmatic responsibility.

Examples of Duties and Responsibilities:

Fire Community Education Specialist 1:

Under supervisor, represent the department in a wide variety of community events and engagements by providing information to community groups, schools and others regarding departmental activities, events, recommended safety precautions, and how to respond in an emergency, etc.

Maintain and update knowledge of fire causes and injury statistics on a local, regional and national level. Identify a wide array of community risks based on facts and data. Participate

in updating curriculum to reflect changes in data, trends and technology. Evaluate education programs and delivery methods for desired impacts and outcomes.

Collaborate with the Fire Marshall to coordinate and develop Community Risk Reduction priorities.

Prepare and conduct comprehensive fire and life safety prevention/education programs in elementary and secondary schools. Identify and present fire and life safety curriculum to various audiences within the community. Provide community education on emerging hazards and trends to promote awareness and resiliency.

Prepare and present fire and life safety training for other City agencies and staff. Educate and prepare MFD members on fire and life safety curriculum, delivery techniques, and consistent messaging.

Recommend, initiate and coordinate community public safety events. Participate and coordinate with community partners with the development and delivery of various prevention and safety programs. Coordinate MFD participation in public relation events. Connect community requests to appropriate agencies or services to meet their unique needs.

Assist the Fire Public Information Officer with responding to informational requests from the media and the public, preparing relevant statistics, reports, etc. Present on-air information in a professional manner both in studio and in the field.

Work as one of the team members of the Occupant Services Unit. Prepare incident-based press releases for approval by a Chief Officer. Disseminate press releases. Serve as a departmental representative with the owners and occupants of buildings where fire has occurred.

Develop, recommend and utilize diverse modes of public information (e.g., website, social media, etc.) to supplement external media sources. Prepare and distribute news releases, narrative reports, flyers, brochures, information packages and public service announcements to media, external agencies and the public.

Perform related work as required.

Fire Community Education Specialist 2:

Perform all duties of a Fire Community Education Specialist 1 with greater knowledge and independence.

Recommend and participate in the development and implementation of new and/or specialized programs to address identified community risks. Present diverse fire and life safety education programs to the community.

Plans and coordinates designated special events for the department. i.e. Safety Saturday, Dane County Fire Truck Parade.

Perform related work as required.

Fire Community Education Specialist 3:

Perform all duties of a Fire Community Education Specialist 2 with greater expertise, knowledge, independence, and judgment.

Develop and coordinate community education and public relations programs and lead related staff activities. Develop and coordinate community education activities with other fire department programs.

Define public education learning objectives and identify training methods, materials, and presentation requirements. Identify key performance indicators and measure results.

Prepare reports pertaining to fire and life safety education activities and maintain statistical data. Prepare annual Goals and Objectives for the Community Education Division.

Write and implement approved grants relating to fire and life safety prevention programs.

Provide leadership and training to department staff. Receive and resolve public concerns. Report performance problems. Establish staff priorities, coordinate schedules and special projects, train new staff, and assess and provide ongoing staff training.

Perform the most complex community education and media and public relations activities.

Perform special projects such as: develop and implement fire code compliance educational training programs; develop and coordinate education programs for specially challenged individuals or special needs groups; conduct research on community education programs offered on a national level and adapting them to meet local level needs; and serve on planning committees, community groups, and departmental teams.

Perform related work as required.

QUALIFICATIONS

Knowledges, Skills and Abilities:

Fire Community Education Specialist 1:

Working knowledge of community and media relations principles, practices, techniques, and procedures. Working knowledge of educational principles, practices, and procedures. Knowledge of and ability to use computer software applicable to the duties of the position. Ability to acquire knowledge of fireground tactics and emergency medical responses. Ability to present training and informational programs and materials to diverse groups. Ability to assist in the development of educational and informational programs and materials. Ability to communicate effectively, both orally and in writing. Ability to prepare accurate and effective news releases. Ability to collect information through interviews. Ability to train diverse groups and individuals. Ability to develop and maintain effective working relationships with department staff, the media, educators, and the public. Ability to maintain adequate attendance.

Fire Community Education Specialist 2:

Thorough knowledge of community and media relations principles, practices, techniques, and procedures. Thorough knowledge of educational principles, practices, techniques, and procedures. Working knowledge of standard recordkeeping procedures. Working knowledge of fireground tactics and emergency medical responses. Ability to acquire knowledge of fire code enforcement practices. Ability to develop, recommend and present training and informational programs and materials to diverse groups. Ability to communicate effectively, both orally and in writing. Ability to prepare accurate and effective news releases. Ability to collect information through interviews. Ability to research and compile information. Ability to train diverse groups and individuals. Ability to develop and coordinate effective media programs and community education activities. Ability to develop and maintain effective working relationships with department staff, the media, educators, and the public. Ability to maintain adequate attendance.

Fire Community Education Specialist 3:

Thorough knowledge of community and media relations principles, practices, techniques, and procedures. Thorough knowledge of educational principles, practices, techniques, and procedures. Thorough knowledge of fireground tactics and emergency medical responses. Working knowledge of fire code enforcement practices. Ability to develop and present training and informational programs and materials to diverse groups. Ability to provide leadership and training to Community Education staff, to monitor educational activities, and to ensure conformance with established standards and priorities. Ability to effectively participate in the development of applicable policies and procedures. Ability to prioritize and oversee multiple projects and the work of lower-level staff. Ability to work independently and exercise initiative, discretion, and judgment in resolving issues. Ability to keep accurate records and prepare narrative and statistical reports. Ability to communicate effectively, both orally and in writing. Ability to prepare accurate and effective news releases. Ability to collect information through interviews. Ability to research and compile information. Ability to develop and coordinate effective media programs and community education activities. Ability to develop and maintain effective working relationships with department staff, the media, educators, and the public. Ability to maintain adequate attendance.

Training and Experience:

Fire Community Education Specialist 1:

One year of education, training, or media/community public relations work involving safety, health, or similar technical program areas. Such experience would normally be gained after completion of at least two years of college level coursework in public relations, communication, education, marketing, journalism, or a related area.

Fire Community Education Specialist 2:

Two years of experience comparable to that gained as a Fire Community Education Specialist 1 level with the City of Madison.

Fire Community Education Specialist 3:

Two years of experience comparable to that gained as a Fire Community Education Specialist 2 with the City of Madison, or in a related public safety program including or supplemented by project coordination and leadership responsibilities.

All Levels:

Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered.

Necessary Special Qualifications: (All Levels)

Possession of a valid driver's license

Employees may be expected to work on-call for after-hours duties as a team member of the Occupant Services Unit.

Certification as a Fire and Life Safety Educator I is required for the Fire Community Education Specialist 2 and 3 levels.

Physical Requirements:

Employees will be expected to travel throughout the City to various locations to conduct presentations and educational activities.

Employees must have physical strength and agility to transport, display, and demonstrate personal fire safety equipment, training materials and props, and AV equipment.

This position requires work outdoors in all types of weather including responding to emergency scenes (for media purposes) under varying environmental and terrain conditions.

Department/Division	Classification	Comp. Group	Range
Fire Department	Fire Community Education Specialist 1	16	13
Fire Department	Fire Community Education Specialist 2	16	16
Fire Department	Fire Community Education Specialist 3	16	19

Approved: _____
Erin Hillson
Human Resources Director

Date