

CITY OF MADISON POSITION DESCRIPTION

CITY OF MADISON
HUMAN RESOURCES

2012-07-07 PM 1:15

1. Name of Employee (or "vacant"):
Vacant
Work Phone: 266-4420
2. Class Title (i.e. payroll title):
Fire Public Information Specialist (CG 18, Range 8)
3. Working Title (if any):
Public Information Officer
4. Name & Class of First-Line Supervisor:
Division Chief Clayton Christenson
Work Phone: 266-5959
5. Department, Division & Section:
Fire, Personnel, Public Information
6. Work Address:
325 West Johnson Street, Madison, WI 53703
7. Hours/Week: 38.75
Start time: 07:30 End time: 16:00
8. Date of hire in this position:
N/A
9. From approximately what date has employee performed the work currently assigned:
N/A

10. Position Summary:

The Public Information Officer facilitates the Madison Fire Department's internal and external communications. The PIO works closely with MFD command staff developing and maintaining relevant communication strategies, while offering guidance on how best to maintain a transparent public posture with an eye on nurturing community trust. The office is a key point of contact for citizens, media, and representatives of many agencies and groups with whom the MFD partners. The PIO coordinates news conferences, graduation and promotional ceremonies, along with Public speaking engagements. The PIO needs to have the ability to expeditiously respond to emergencies and major events. The position requires a strong public speaker, as he/she is often called upon to address groups and organizations, or participate as a panelist at educational seminars. This position coordinates all media relations and prepares and disseminates appropriate public information regarding departmental activities, events and operations (e.g., structure fires, vehicle accidents, statistics, safety precautions, Public safety notices, etc.) to both respond to the public interest and promote departmental objectives. Provide guidance and leadership for the Community Education Specialist I and II. Provide professional knowledge and expertise in firefighting, emergency medical service and other services provided by the fire department. Lead and assist with

community training and education activities. Provide high level experience with emergency medical services and Fire suppression. Serve as the primary spokesperson for the Fire Chief and Fire Department.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

50% A. Public Relations

1. Respond to Emergencies when summoned and act as PIO.
2. Produce press releases.
3. Respond to Information requests as needed.
4. Schedule News conferences.
5. Create publications as requested.
6. Provide Interviews.
7. Lead the preparation of news releases. Provide related expertise to departmental personnel, as appropriate.
8. Assist in developing public speaking addresses and in the preparation of speaking points, formal statements or related consultation for Chief of the Department and command staff.
9. Present on-air information in a professional manor both in studio and in the field.
10. Represent the department in a wide variety of community events by providing information to community groups, schools and others regarding departmental activities, events, recommended safety precautions, etc. This includes speaking to groups and organizations or lead gatherings for MFD related topics.
11. Review daily calls to identify calls of public interest. Constantly monitor call information and create releases and articles.
12. Monitor situations when off duty, being able to respond when needed.
13. Participate in briefings with the command staff as requested.

20% B. Electronic Media

1. Provide and maintain electronic media outlets.
2. Develop new means of providing information to public.
3. Provide "soft" interdepartmental IT Training, operations and Research and Development.
4. Use Facebook and Twitter to reinforce information being released via traditional methods.

5% C. Maintain Records.

1. Redact or otherwise maintain sensitive information, as appropriate.
2. Review departmental operations and produce daily summaries for the media.
3. Work closely with the City Attorney's Office in responding to requests under the Open Records law to assure compliance and/or the maintenance of sensitive information.

20% D. Public Education

1. Evaluate needs and make recommendations for the purchase of publicity and informational materials and equipment.
2. Work closely with Fire Department crews and Fire Prevention for Public Education releases and productions.
3. Supervise Community Education Specialist(s) I & II.

5% E. Recruitment

1. Coordinate and lead Fire department recruitment.
2. Create and design promotional materials to enhance recruitment.
3. Attend and/or assign appropriate staff to recruitment events.

12. Primary knowledge, skills and abilities required:

Excellent interpersonal skills, well organized, self starter, independent worker, trustworthy, solid writer and speaker, photographer, videographer, editor, working knowledge of social media, must perform well under constant daily pressure and stay calm in stressful situations, must stay abreast of local, state and national news, ability to take volumes of complex information and condense and present it in ways which are easily understandable, should be able to determine what is important to the community and the Fire Department.

13. Special tools and equipment required:

Computer skills, video equipment and editing, and creating social media.

14. Required licenses and/or registration:

Valid State of Wisconsin Drivers license.

15. Physical requirements:

Moderate - Lifting of equipment, etc.

16. Supervision received (level and type):

General.

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.

