

FIRE PUBLIC INFORMATION SPECIALIST 1-2

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional public relations work in developing and implementing a comprehensive Public Information Program on behalf of the Madison Fire Department. 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. This position serves as the primary spokesperson for the Fire Chief and Fire Department. This position supervises the Fire Education/Enforcement Officers, and leads and assists with community training and education activities.

This series is structured to provide advancement from Fire Public Information Specialist 1 to Fire Public Information Specialist 2, as a function of the employee's career development, but generally at most within two years of starting employment as a Fire Public Information Specialist 1. Progression from a Fire Public Information Specialist 1 to Fire Public Information Specialist 2 is based on increased employee expertise and responsibility, independence of action, and experience in and knowledge of Fire policies and procedures with respect to public information.

Fire Public Information Specialist 1

This is the entry level of the Fire Public Information Specialist career progression series. This work is characterized by more structured and/or closely reviewed professional assignments. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters.

Fire Public Information Specialist 2

This is the objective level of the Fire Public Information Specialist career progression series. Employees must exercise considerable judgment in releasing sensitive information. Under general supervision, employees are expected to exercise considerable professional judgment and discretion within established parameters.

Examples of Duties and Responsibilities:

Fire Public Information Specialist 1

Under direction, develop and implement a comprehensive Public Information Program. Coordinate all media relations for the department.

Attend briefings and other meetings to maintain up-to-date information on departmental events and operations in order to provide relevant public information.

Review departmental operations and produce daily summaries for the media. In consultation with supervisor, determine which events/operations are important to release. Redact or otherwise maintain sensitive information, as appropriate.

Schedule news conferences, and provide and/or facilitate the dissemination of departmental information. Present on-air information in a professional manner both in studio and in the field.

Assist in developing public speaking addresses and in the preparation of speaking points, formal statements or related consultation for the Fire Chief and command staff. Provide related expertise to departmental personnel, as appropriate.

Develop and utilize diverse modes of public information (e.g., website, newsletter, etc.) to supplement external media sources. Evaluate needs and make recommendations for the purchase of publicity and informational materials and equipment.

Promote the Madison Fire Department in public and media outlets. Represent the Madison Fire Department in a variety of live media events consistent with departmental objectives. Prepare related news releases, narrative reports, flyers, brochures, etc.

Respond to informational requests from the media and the general public. Prepare relevant statistics, reports, etc., as appropriate, after consulting with supervisor.

Maintain up-to-date knowledge of related media coverage to coordinate and/or respond to perspectives in a constructive manner. Monitor local community and media issues, and brief the Fire Chief as needed.

Work closely with the City Attorney's Office in responding to requests under the Open Records and HIPAA laws to assure compliance and/or the maintenance of sensitive information.

Work closely with Fire Department crews and Fire Prevention for public education releases and productions.

Develop and maintain effective working relationships with other agencies to meet public information objectives. Collaborate with other public information officers in the City and other governmental agencies to maintain positive relationships.

Represent the Madison Fire 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.

Supervise the Fire Education/Enforcement Officer Unit. Assist in coordinating enforcement activities with the Fire Marshal. Oversee and coordinate the scheduling and organizing of Community Education events. Supervise the Juvenile Fire Starter Intervention program, and the Community Outreach and Suppression support with Fire Education/Enforcement Officers.

Research and develop the Fire Department's intern program. Screen, interview, assign and schedule interns for the Department.

Assist with recruitment and promotional processes within the Fire Department.

Perform related work as required.

Fire Public Information Specialist 2

Perform the work of a Fire Public Information Specialist 1, with a higher degree of professional complexity; independence; initiative; judgment and discretion; and personal accountability in the preparation, presentation and justification of recommendations.

Participate in the training and leadership of technical and support staff.

Advise Fire Chief of current critical issues in the media. Participate in daily briefings to Fire Chief, Assistant Chiefs and Division Chiefs.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Fire Public Information Specialist 1

Working knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Working knowledge of print and broadcast media principles and practices. Working knowledge of and ability to use computer software applicable to the duties of the position. Knowledge of the Open Records and HIPAA laws and appropriate confidentiality standards. Knowledge of applicable firefighting principles, practices and terminology. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about Fire Department activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to hire, train, supervise and inspire subordinate staff. Ability to establish and maintain effective working relationships with co-workers, other City agencies, the media, and the public. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Fire Public Information Specialist 2

Thorough knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Thorough knowledge of print and broadcast media principles and practices. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of the Open Records law and appropriate

confidentiality standards. Working knowledge of applicable firefighting principles, practices and terminology. Working knowledge of EMS techniques and vocabulary. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about Fire Department activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to hire, train, supervise and inspire subordinate staff. Ability to establish and maintain effective working relationships with co-workers, other City agencies, the media, and the public. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Fire Public Information Specialist 1

Two years of responsible professional public relations experience either within an agency or in the print and/or broadcast media (or other closely related public relations or promotional activities which involved the creation of written materials and the development and implementation of public relations campaigns). Such experience would normally be gained after graduation from an accredited college or university with a major in public relations, communication, journalism or a closely related field. 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 this position will also be considered.

Fire Public Information Specialist 2

At least two years experience performing public information officer duties for a fire department, including experience with Open Records requests and HIPAA compliance, comparable to the experience gained as a Fire Public Information Specialist 1 with the City of Madison. Such experience would normally be gained after graduation from an accredited college or university with a major in public relations, communication, journalism or a closely related field. 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 this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Within 12 months of selection, the incumbent will be expected to complete training in Open Records and HIPAA. Failure to do so will cause the incumbent to forfeit the position. The 12 month period may be extended depending on the availability of the required training.

Physical Requirements

Incumbents will be expected to travel throughout the City to various locations to conduct training.

Department/Division	Classification	Comp. Group	Range
Fire Department	Fire Public Information Specialist 1	18	08
Fire Department	Fire Public Information Specialist 2	18	10

Approved: _____
Brad Wirtz
Human Resources Director

Date