

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Vacant

Work Phone:

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:

Fire Chief Steve Davis

Work Phone: 608-266-5956

5. Department, Division & Section:

6. Work Address:

30 W Mifflin St, 8th floor
Madison WI 53703

7. Hours/Week:

Start time: End time:

8. Date of hire in this position:

1/1/15

9. From approximately what date has employee performed the work currently assigned:

N/A

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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 along with Public speaking engagements. The PIO will expeditiously respond to emergencies and major events. The PIO will address groups and organizations, or participate as a panelist at educational seminars. The position coordinates all media relations and prepares and disseminates appropriate public information regarding departmental activities, events, and operations (e.g., structures fires, vehicle accidents, statistics, safety precautions, Public safety notices, etc.) to both respond to the public interest and promote department objectives. Provide professional knowledge and expertise in firefighting, emergency medical service and other services provided by the fire department. Assist 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 from community members, business owners, etc. and supply requested information to citizens.
 - 4. Schedule news conferences
 - 5. Create publications as requested
 - 6. Provide interviews. Present on-air information in a professional manner both in studio and in the field.
 - 7. Lead the preparation of news releases. Provide related expertise to department 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. Review daily calls to identify calls of public interest. Constantly monitor call information and create releases and articles.
 - 10. Monitor situations when off duty, being able to respond to major incidents when needed.
 - 11. Participate in briefings with command staff as requested.
 - 12. Assist in the development of programs to meet ever changing needs of the community
 - 13. Identify and maintain a list of MFD experts for incident specific interviews
 - 14. Meet regularly with other City and private communications professionals to make sure important linkages are being maintained

- 20% B. Electronic Media
 - 1. Provide and maintain electronic media outlets
 - 2. Develop new means of providing information to public
 - 3. Work with MFD staff during training, teaching best practices in media management.
 - 4. Use social media to reinforce information being released via traditional methods
 - 5. Maintain/Update Chief's blog and Department website

- 5% C. Maintain Records
 - 1. Redact or otherwise maintain sensitive information, as appropriate
 - 2. Review department 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
 - 4. Advise command staff on possible next steps that might be taken as far as release of additional information on topics of community interest

- 20% D. Public Education
 - 1. Evaluate needs and make recommendations for the purchase of publicity and information materials and equipment
 - 2. Work closely with Fire Department crews and Fire Prevention staff for Public Education releases and productions
 - 3. Coordinate the Department's Ride-Along program

- 5% E. Recruitment
 - 1. Assist in coordination of 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, should have the ability to navigate traverse emergency fire scenes.

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

11/6/14

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