

VALLEY REGIONAL FIRE AUTHORITY
JOB & CLASS DESCRIPTION

TITLE: Community Outreach Specialist		AFFECTED DEPARTMENTS: Community Risk Reduction	
LAST REVISED: 11/8/2023	PAGE NO: OF: 1 of 4	PAY GRADE: N06	AFFILIATED NON-AFFILIATED X

NATURE OF WORK

This is a non-represented, non-exempt, full-time position with responsibility for Public Information and Education programs on behalf of the Valley Regional Fire Authority. Under the supervision of the Deputy Chief of Community Risk Reduction the Community Outreach Specialist coordinates community risk reduction and fire prevention efforts related to public education programs and community outreach events; assists with external communications including social and traditional media; acts as a Public Information Officer during emergency events; and performs related duties as assigned.

ESSENTIAL FUNCTIONS

Education and Outreach

- Coordinates and delivers fire and life safety information and training to businesses, community groups, schools, and the general public.
- Assists with training and scheduling of other department personnel making program presentations; reviews and revises public education curriculum and materials as necessary.
- Coordinates activities of the Firefighter Public Information and Education Specialist Team.
- Responds to inquiries for fire and life safety information, including evacuation planning, from schools, media, businesses, and the general public.
- Coordinates designated special events on behalf of the VRFA.
- Prepares appropriate displays and informational boards suitable for diverse audiences, as needed.
- Develops and maintains a library of materials on fire and life safety education.
- Assists in maintaining inventory and ordering supplies related to fire and life safety education.
- Develops and presents lesson plans for public education.
- Assists with the coordination and administration of the youth fire setter program.
- Evaluates the needs of special groups and develops appropriate programs to address those needs.
- Collaborates with Emergency Management Coordinator for public disaster preparedness education.
- Along with other public safety education principals within the county and region, collects, analyzes, and reports incident data to evaluate effectiveness of public education programs.

- Assists in researching and writing grants related to public safety education.
- Researches opportunities for funding to provide basic fire and life safety equipment at a reduced cost to citizens.
- Performs car seat inspections for members of the public.
- Coordinates with internal and external stakeholders to develop and deliver comprehensive community risk reduction activities with the public.

External Communications

- Assists with written external communications such as the department newsletter, annual report, and other projects as assigned.
- Develops and maintains web and social media site content as assigned.
- Arranges for fire and life safety publicity, including preparing information for radio, television, newspaper and social media distribution.
- Serves as a liaison with news agencies and compiles news updates on department activities and programs.
- Serves as Public Information Officer at emergency scenes, as needed or assigned.
- Participates in regional public information and education programs and initiatives.
- Assists in the development and management of annual safety education budget.

KNOWLEDGE, SKILLS, AND ABILITIES

- Maintains knowledge of VRFA policies and procedures.
- Maintains current knowledge of issues, laws, and regulations related to Public Information and Education.
- Ability to develop and maintain professional relationships with media contacts.
- Communicates effectively, both orally and in writing, with VRFA employees and members of the public.
- Ability to provide exceptional customer service to internal and external customers.
- Ability to exercise independent and professional judgement.
- Self-Starter, able to work independently, multi-task, complete tasks on time and produce quality and detail-oriented work.
- Shows initiative in performing job functions.

- Compiles, prepares, and maintains a variety of statistics, reports, and records related to public education.
- Maintains professional certifications as required.
- Regular, reliable, and punctual attendance
- Due to internal and external customer service needs, incumbent must be able to work a full-time schedule, on-site (appropriate VRFA work sites).
- May be required to work on-call, evening, and weekend hours.
- Operates computer for word processing, spreadsheet, basic graphic design, and other related applications.
- Performs special projects and other related duties as assigned.

WORKING CONDITIONS

Works indoors in clean, climate-controlled workspace. Required to sit, talk, and hear; frequently required to use hands to finger, feel or handle writing utensils, computers and office supplies which require repetitive arm, wrist and hand movement; occasionally required to stand and reach with arms and hands. Specific vision abilities include close, distant, color, and peripheral vision, depth perception and to adjust focus. Occasionally required to sit, stand, walk, hear and talk; occasionally required to climb, balance, stoop, kneel, crouch, bend or crawl. Occasionally required to lift or move up to 25 pounds. Occasionally visits fire/rescue scenes that require walking on uneven, rocky, or rough ground. May work in inclement weather when visiting fires/rescue scenes. May be required to sit or stand for extended periods of time. Position requires mental acuity to ensure thorough mental analysis of situations in a fast-paced environment. Employee is required to maintain confidentiality of information within the department. Employee is frequently required to perform work in confidence and under pressure for deadlines, and is required to maintain professional composure and tact, patience and courtesy at all times.

REPORTING RELATIONSHIPS

Under the general direction of the Deputy Chief of Community Risk Reduction, the employee operates with appreciable latitude for independent action and decisions commensurate with delegated authority in administering programs. Employee has responsibility for assuring that activities are performed within the scope of applicable laws, regulations, ordinances, and contemporary professional standards. Independently plans and carries out workload, coordinating with the Deputy Chief of Community Risk Reduction and other staff as necessary.

REQUIRED EDUCATION AND EXPERIENCE

Bachelor's degree in communications, education, public relations or a related field is required. The candidate may substitute up to two (2) years of the education requirement with experience as an educator or public relations professional on a year-for-year basis.

Experience in a municipal government or fire department is desired.

IFSAC Public Educator or IFSAC Fire Instructor I certification within one (1) year of employment.

Completion of Youth Fire Setter Interventionist training within one (1) year of employment.

National Child Passenger Safety Certification within one (1) year of employment.

REQUIRED LICENSES AND CERTIFICATIONS

Possess and retain a valid state driver's license without impending loss at time of appointment.

OTHER

Successful passing of a required background check.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.