

# Woodinville Fire & Rescue



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**Class Title:** Community Services Officer/Public Information Officer

**FLSA:** Non-Exempt

**Bargaining Unit:** IAFF Local 2950, Support Services

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## **BASIC FUNCTION:**

Under the direction of the Fire Chief, serve as Community Services Officer and Public Information Officer (“CSO/PIO”) for Woodinville Fire & Rescue (the “District”). The employee is subject to respond to significant emergencies while off duty and available, and shall provide the orderly flow of information between the District and the media. The public education duties may require the employee to work evenings and/or weekends; this time can often be flexed.

**REPRESENTATIVE DUTIES:** *Essential duties are noted in italics.*

*Respond to major fire or EMS incidents, reporting to the Incident Commander and functioning as directed.*

*Serve as the District’s Public Information Officer (PIO).*

*Plan, organize, coordinate, implement and evaluate all fire and life safety public education activities on behalf of the District.*

*Assist the news media in reporting routine and breaking news stories for the District.*

*Maintain 24/7 availability to respond to major fire and emergency medical incidents to assist with timely and accurate dissemination of information, in coordination with the Incident Commander.*

If assigned by the Incident Commander, assist as part of the incident command staff at major incidents.

*Serve as the District photographer as directed by the Fire Chief or his/her designee.*

Under the direction of the Fire Chief, coordinate press conferences, conduct TV/radio interviews and release information within the confines of state and federal laws and District policy governing public disclosure.

Establish and maintain a cordial working relationship with local media.

At the direction of the Fire Chief, manage and respond to public comments, questions and concerns in accordance with District policy.

Participate in King County PIO associations, work groups and/or committees.

Maintain records, reports, and statistical information relating to the District's fire and life safety activities.

*Maintain and update the District's Internet and intranet sites.*

*Establish, maintain and update the District's social media sites to include Facebook and Twitter.*

*Plan, schedule, coordinate and conduct station tours and other public relations/public education events for the District.*

*Develop, prepare, and deliver fire and life safety educational programs to businesses, organizations, residents, schools, and City of Woodinville employees. Fire and life safety programs include, but are not limited to, safety, injury prevention, fire extinguisher training, emergency response, CPR, AED, first aid, and Community Emergency Response Team ("CERT").*

*Develop and deliver fire and life safety campaigns including, but not limited to, public information releases, audio-visual materials, public events, web pages, speaking appearances on radio and television, community education campaigns, safety fairs, and home shows to increase awareness of fire and life safety.*

*Coordinate with necessary Response Operations supervisors and managers on education and community events involving fire stations, Response Operations personnel, and apparatus.*

*Develop, design, and write articles, news releases, flyers, newsletters, and other materials promoting safety.*

At the request of the Fire Chief, periodically participate in Leadership Team meetings.

*Provide oversight of the Woodinville Explorer Scout post.*

*Serve as the District liaison to the volunteer chaplains.*

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Attend meetings, training, etc., as directed by the Fire Chief to keep abreast of modern firefighting and fire prevention methods.

Assist with assigned administrative tasks.

Other duties as assigned.

**KNOWLEDGE AND ABILITIES:**

*Knowledge of:*

- National Incident Management System
- District organization, policies and operations
- Oral communications, including public speaking
- Various computer software, including Microsoft Office Suite, and the ability to learn new applications
- Various social media applications (*e.g.*, Facebook, Twitter, Linked In, etc.)
- Technical and business writing skills
- Public Information Officer practices and principles

*Ability to:*

- Execute direction from the Fire Chief as required
- Demonstrate a willingness to represent the values of the District
- Demonstrate interpersonal skills using tact, patience and courtesy
- Project a professional appearance, regardless of time of day
- Meet schedules and time lines
- Manage projects as assigned, planning and organizing assigned work
- Research funding sources, prepare grant proposals, develop work plans, develop and manage assigned budget.
- Communicate orally and in writing at a level that would be acceptable in conducting business
- Physically participate in incident management activities, as needed
- Utilize appropriate personal protective equipment

**EDUCATION AND EXPERIENCE:**

High school diploma or equivalent.

Associate of Arts degree or higher preferred.

**Preferred:** Two years of experience as a fire and life safety public educator.

**LICENSES AND OTHER REQUIREMENTS:**

Valid Washington driver's license.

Maintain an acceptable driver's insurance risk rating with the company insuring the District.

NFPA 1035, Public Educator within one year of hire.

**WORKING CONDITIONS:**

Work involves walking, talking, hearing, using hands to handle, feel or operate objects, tools or controls and reach with hands and arms. Vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

The noise level in the work environment is usually moderately quiet while in the office or moderately loud when in the field.

Work may periodically require the employee to climb, balance, bend, stoop, kneel, crouch and/or crawl.

The employee may be required to work in outside weather conditions, in wet and/or humid conditions or in high, precarious places.

Work could involve the handling and transmission of confidential information, handling of critical situations and may require meeting important time deadlines, which may invoke a variety of types of mental and emotional stresses.

***Updated April 9, 2018***