

PUBLIC INFORMATION OFFICER



Description:

Under general direction, this position is responsible for establishing internal and external information, public relations standards, goals, priorities, operational plans, policies and procedures. The position will manage relations with news media through news releases, press conferences, briefings, interviews, media appearances, correspondence and reports.

Distinguishing Characteristics:

This is a single position class characterized by its responsibility to develop and administer a program fostering public understanding of County Fire goals, policies, programs and services. The incumbent advises the Fire Chief and the staff of the Fire Department regarding strategies for the delivery of public information. The position reports to the Fire Chief.

Duties may include, but are not limited to:

1. Writes and edits material for the news media and public. Updates and provides current information for the department web page. Post media events to the web page.
2. Seeks, writes and applies for grants to benefit the departments various programs.
3. Handles emergency communications involving crisis or unforeseen circumstances requiring research writing, editing, and speaking.
4. Organizes and coordinates public meetings involving special issues, elected officials, community groups, and fire safe councils. Organizes and coordinates public education events, safety fairs and equipment/apparatus demonstrations.
5. Advises management on public information strategies, legislative activities, media presentations, and publications. Assesses the public reaction to management's policies and program decisions.
6. Creates and maintains a video library of events captured on video by news agencies. Creates and maintains a newspaper clipping register to chronicle department activities.
7. Supports EOC during and after activation. Meets with departmental Public Information Officers to provide direction, coordination, education and support.
8. Will be required to respond to incidents and upon arrival act as the incident Public Information Officer.
9. Provides vacation or temporary relief as required.
10. Provides other duties as required.

Typical Qualifications:

A Bachelors Degree in emergency management, fire science, communications, public information, marketing, journalism, media relations, education, or closely related field.

One (1) year of professional journalism, public relations or media information work. Qualifying experience must include: the dissemination of a public relations or a public information program involving audio, visual or print medium; writing, editing, and producing public relations or public information materials.

Health and Physical Condition:

Persons seeking appointment to this class must meet the health and physical condition standards deemed necessary and proper for performance of the duties established by the San Bernardino County Fire Department.

The statements in this class specification are intended to describe the general nature and level of work being performed by incumbents assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, qualifications and skills required of personnel so classified.

Job Code: 46225

Salary Range: N46

Representation Unit: Non-Represented

Last Updated: 9/28/09