



## Job Announcement

**Job Classification:** Public Information & Education Officer  
**Posting Closes:** Sunday, December 5, 2021 @ 23:59pm  
**Salary:** \$6,218/month

Snohomish Regional Fire & Rescue is looking for a Public Information & Education Officer (PIEO) to join our family and help serve our diverse community. If you have a passion to serve others, you are a continuous learner who works well in a team environment, and you are respectful, effective and humble with high integrity in all your actions... Join our team!

### Benefit Information:

- Generous Medical, Dental, Vision, Health Reimbursement Account
- Deferred Compensation
- Longevity
- Disability Insurance
- Vacation, Holidays, Sick Leave
- Tuition Reimbursement
- PERS Retirement

### District Overview:

On January 1, 2020 Lake Stevens Fire and Snohomish County Fire District 7 merged agencies. Now Snohomish Regional Fire & Rescue, we serve over 162,000 people over 140 square miles. We are dedicated to saving lives, protecting property, and taking care of our community. We serve the cities of Lake Stevens, Mill Creek, Monroe, as well as the unincorporated areas surrounding these communities.

Snohomish Regional Fire & Rescue has approximately 300 employees. We responded to more than 16,000 calls in 2020. We respond from 11 fire stations that are staffed 24 hours per day 7 days per week. We provide Advanced Life Support (ALS) and Basic Life Support (BLS) services as well as fire suppression, water rescue, fire prevention, inspections, and public education. We are also members of the Snohomish County Hazmat and Technical Rescue teams.

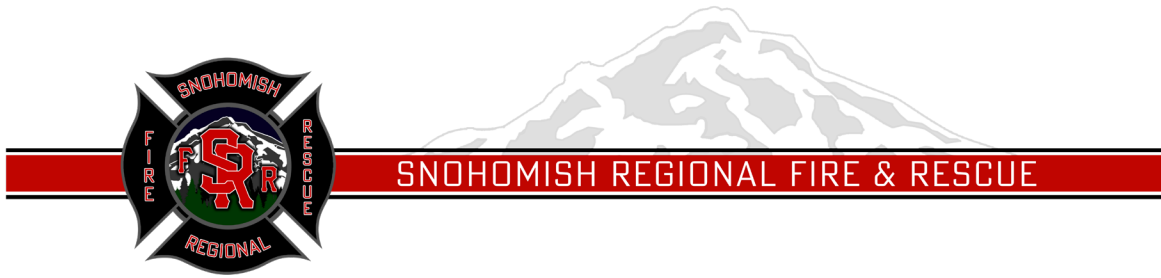
### Major Functions and Purpose:

This position reports to the Deputy Chief or designee. Working as part of the Community Relations team, this position is assigned an area of focus by the Deputy Chief or designee. This position provides District sections, divisions, and groups with internal and external marketing and communications support. It coordinates District branding and messaging. Incumbent provides support to the Fire Chief, Board of Commissioners and senior/executive staff, and supports District relationships with the media to ensure quality and accurate dissemination of information. The position is responsible for the day-to-

day operations of District communications initiatives and the Public Education Program. Primary functions include serving as the District's Public Information Officer, coordinating and organizing District communications and public events as well as development and administration of the District's public education program.

**Specific Duties and Responsibilities:**

- Act as District's Public Information Officer for all external and emergency communications.
- Collaboratively establish media area at an emergency incident and provide appropriate communications regarding incident(s).
- Develop, coordinate, and administer effective and proactive public information and public education programs for the District (e.g. communication strategies, media relations, community safety events, fire and life safety, first aid & CPR classes, etc.).
- Recommend and execute approved internal and external communication plans and strategies for various District campaigns and key legislative issues.
- Provide proactive media and community relations, through the writing, reviewing and editing of various communications (e.g. news releases, media advisories, newsletters, emails, articles, postings, publications, scripts, etc.).
- Coordinate District's use of third-party communication websites and social media sites.
- Develop policy and procedure pertaining to position (e.g. communications, social media, crisis communications, etc.).
- Build and foster long-term working relationships with external organizations, businesses and/or agencies to further the District's goals and interests (e.g. media, citizens, schools, community organizations, fire and life safety partnerships, other municipal, county, regional, and state public information offices, etc.).
- Coordinate the preparation of and review all District marketing materials, including but not limited to, brochures, pamphlets and fliers (work may include and/or oversee the writing, editing, coordinating development of copy and data, proofreading, coordinating images, printing proof approvals, etc.).
- Research, write, and participate in the development of and approval of content for various multimedia productions (e.g. video projects, slide shows, internet, website, social media, etc.).
- Develop and coordinate special events and special media events including news briefings, press tours, and formal events (e.g. open houses, employee recognition, festivals and events, etc.).
- Develop and implement program curriculum that is specific and age appropriate for the applicable audience(s) and supports the District's vision/mission and current community risk assessment.
- Schedule and recruit personnel for various public information and education events and review curriculum/communication strategy to ensure delivery of event messaging is consistent and accurate.
- Identify, select and maintain an inventory of marketing supplies/swag for special events.
- Act as the point of contact for all special events for internal personnel and external vendors/participants.
- Identify sources, create and participate in collaborative partnerships to provide proactive fire and life safety education.
- Coordinates public relations activities for District commissioners and District personnel as required.



### **Minimum Qualifications:**

- Bachelor's Degree from an accredited college or university with major coursework in public relations, journalism, communication, education, or a related field.
- Three (3) years of increasingly responsible experience in marketing, public relations, journalism, communications, education, or a related field.
- Any combination of education and experience that provides the desired knowledge, skills and abilities to perform the essential duties of the position.
- Valid Washington State driver's license

### **Preferred/Required After Hire:**

- Emergency Vehicle Incident Prevention Program
- NIMS / ICS 100, 200, 300, 400, 700, 800
- IFSAC or ProBoard Fire & Life Safety Educator
- Other related certifications / qualifications as needed to successfully fulfil the requirements of the position and fire and life safety programs offered by the District.

### **Requisite Knowledge, Skills, and Abilities**

- Operations, services and activities of a public information or communications program.
- Techniques and practices of creating, organizing and coordinating programs, activities and special events.
- Thorough knowledge of contemporary public education methods, media relations procedures and techniques, dealing with all levels of society, and a thorough knowledge of fire service operations and services.
- Demonstrated leadership capability and promotion of respect and loyalty within the "chain of command" system.
- Promote co-worker and public trust.
- Demonstrate quick and sound decision-making skills.
- Communicate effectively both verbally and in writing to varying audiences.
- Understanding of organizational culture, climate and/or politics.
- Promote District accomplishments and activities positively and proactively.
- Develop and administer public information and education programs.
- Create, deliver and support District curriculum that is specific to audience age/level.
- Recommend and implement goals and objectives of assigned programs.
- Appear before special interest and civic groups to present materials promoting District activities.
- Serve as public information liaison with the news media, public and other government agencies.
- Work without direct supervision, exercising independent judgment and personal initiative.
- Retain presence of mind, maintain and project a calm, informational and persuasive demeanor, in stressful or emergent situations.
- Respond to requests and inquiries from the general public.
- Write, edit and format newsletters and articles.
- Work in a team-based environment to achieve common goals.

- Coordinate multiple projects and complex tasks simultaneously.
- Communicate clearly and concisely, both verbally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Remain flexible and make sudden scheduling changes based on urgent needs.

**Interview Process:**

Oral interviews are **tentatively scheduled for the week of December 13, 2021.**

**Application Submission:**

Employment application packets are available at [www.sfrf.org](http://www.sfrf.org). Completed application packet, cover letter, and resume must be returned to the SFRF Human Resources division via mail to: 163 Village Court, Monroe, WA, or [hr@sfrf.org](mailto:hr@sfrf.org), no later than **Sunday, December 5, 2021.**

**Work Conditions:**

- Work is performed indoors and outdoors and requires driving between various work and community locations as well as emergency incident scenes. Incumbent must be available 24/7 for emergency incidents and also in non-traditional work hours for presence at various special events and meetings.
- Indoor work takes place in a typical office setting and consists of computer work, teaching education classes/curriculum and other events with the public. Work may require sitting and/or standing for long periods of time.
- Outdoor work consists of field work that can expose the employee to inclement weather and hazards of a construction site (e.g. potentially toxic gases, fumes, infectious diseases, risks of physical hazard from mechanical and electrical equipment, working from heights, potential exposure to noise, chemicals, paints, pesticides, etc.).
- Must be able to lift 40 pounds and move items, climb, bend, twist, stoop, kneel and reach for extended periods of time. Ability to maneuver on uneven terrain and work in uncomfortable, confined and/or other undesirable conditions (emergency scenes).
- Requires manual dexterity, hearing and visual acuity.

**Miscellaneous Information:**

It is the policy of SFRF to afford equal opportunity to all employees and applicants for employment regardless of veteran status, race, religion, gender, sexual orientation, age, national origin, or disability. SFRF provides reasonable accommodation to all applicants who require such accommodation to apply for the position or to perform the essential functions of the job. The District also promotes a drug-free and smoke free workplace.