

City of Rapid City Job Description

Job Title	Fire Public Information Officer (PIO)		
Job Code:	FPIO	Job Family:	
Pay Grade:	NU19	Date Revised:	2/21/2022
FLSA Status:	Exempt		

General Summary: This position is responsible for developing, coordinating, and directing public relations activities for the Rapid City Fire Department across multiple platforms in person or by approved designee.

Essential Duties and Responsibilities:

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

- Represents the Rapid City Fire Department to the media and public by acting as chief spokesperson including incident information officer, subject to 24-hour call out.
- Fields and directs responses to all media-related inquiries, and coordinate news conferences when appropriate.
- Plans and implements department's public relations strategies, policies, and procedures.
- Research's, writes, and designs internal and external communication such as press releases and annual reports for the public and/or agency.
- Develops and maintains positive and successful contacts and relationships with media representatives to create opportunities for keeping the agency and its services in the public.
- Maintains database of public relations contacts.
- Advises on the preparation and presentation of service information at trade shows, displays, and exhibits.
- Develops ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of the Rapid City Fire Department and its services.
- Assists and coaches' staff with public speaking engagements, presentations, and preparation of articles for publication.
- Coordinates marketing efforts for department recruitment, community relations, and public education campaigns.
- Advises management on community relations projects and activities.
- Manages and creates content for the agency's social networking sites and department website.
- Establish and maintain a crisis communication plan for the agency.
- Leads event planning for department-sponsored events.
- Creates, leads, or participates in collaborative partnerships and coalitions of professionals involved in public information.
- Assists and provides consulting for external agencies on public information and crisis communications strategies.
- Maintains confidentiality when involved with sensitive information requiring considerable use of tact, discretion, and judgment.
- Assists management with other projects as assigned.
- Manages the department's ride-a-long program.
- Carries out supervisory responsibilities in accordance with the organization's policies.

Qualifications:**Education and/or Experience:**

Bachelor's degree from four-year college or university and two (2) years related experience or combination of education and experience as deemed acceptable by the hiring authority.

Certificates, Licenses, Registrations:

Must possess a valid driver's license or ability to obtain within 30 days from date of hire.

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to high, precarious places and toxic or caustic chemicals. The noise level in the work environment is usually moderate but can be loud at times when responding to incidents.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Example of what the physical abilities will be for the job: While performing the duties of this job, the employee is regularly required to sit; use hands; talk and hear. The employee is occasionally required to stand; walk and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.