



FIRE

Announcement for Public Affairs Director

This is a full-time, non-Union represented, FLSA exempt position that directs Public Affairs for Spokane County Fire District 3; to include, Public Information, Government Affairs, Public Relations, Media Services, Marketing and Public Education. The position plans, develops, and implements the Fire District's marketing strategies, communications, and public relations activities. Responsible for articulating the District's desired image and assuring consistent communications that align with the district's strategic plan, goals, and values. Responsible for gathering and sharing information to support and encourage open communication, transparency, and an informed community.

In order to accomplish the purpose of this position set forth above, the Public Affairs Director shall exercise a high degree of independent decision making and discretion on matters of significance within their assigned areas of responsibility. The Public Affairs Director shall routinely receive, and exercise, delegated authority from the Fire Chief regarding matters of significance to the District.

The hiring process will include the following:

- a. Screening of applications: Minimum requirements stated in the job description must be met within a reasonable amount of time from hire date.
- b. Oral Interviews – Week of May 20, 2024
- c. Chief Interviews – Week of May 27, 2024

Spokane County Fire District #3 is located southwest of the City of Spokane and encompasses 570 square miles. It is a combination fire department employing 27 full time staff and approximately 140 part paid firefighters. The district has a total of 11 stations and 50+ pieces of apparatus.

Spokane County Fire District #3 is offering a salary range of \$80,988 - \$117,072 (DOQ) per year plus an excellent benefit package to include:

- Medical/Dental/Vision.
- 8 hours paid sick leave per month.
- 2-5 weeks paid vacation per year dependent on years of service.
- Social Security
- PERS retirement plan.

- Long-term disability.
- Life Insurance.

Please submit a Letter of Interest and Resume with professional references to Debbie Arnold between the hours of 8:00 A.M. and 4:00 P.M. Monday through Friday at Spokane County Fire District #3, 10 S. Presley Dr, Cheney, WA. 99004 or call 509-235-6645. She can also be reached by email at darnold@scfd3.org.

Position closes Friday, May 17th, 2024 at noon





FIRE

POSITION: PUBLIC AFFAIRS DIRECTOR

FLSA: EXEMPT

REPORTS TO: FIRE CHIEF or DESIGNEE

ADOPTED: 4/15/2024

We strive to hire the most qualified individuals who possess and demonstrate the following team competencies: Trustworthiness, Integrity, Honesty, Loyalty, Respectfulness, Leadership, Team Player, Followership, Reliability and Commitment.

1.0 POSITION PURPOSE:

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2.0 RESPONSIBILITIES (Include but are not limited to):

- a. Develop, implement, refine, and coordinate community relations activities. This includes, without limitation, significant responsibility to assist the District in formulating, implementing, and affecting policies relating to community relations.

- b. Provide high level and significant advice to District administration on issues regarding public perception and emerging concerns.
- c. Engage in short-term and long-term planning to support the District's community relations efforts, to include making high level recommendations to the District regarding same.
- d. Prepare and produce the District's annual report, newsletters, pamphlets, brochures, special reports, and other sophisticated written material for internal and external distribution.
- e. Develop and manage crisis communications plan.
- f. Organize and facilitate media events, news releases, press conferences, articles, reports, and other messages. Ensure consistent messaging and branding both internally and externally.
- g. Assist District administration with responses to the media and the public.
- h. Regularly handle confidential information relating to the District with professional discretion.
- i. Develop and manage District website and social media platforms.
- j. Serve as the primary spokesperson for the District and independently respond to news media requests for information, interviews, and provide the District's perspectives and opinions.
- k. Manage, coordinate and direct activities involving District branding and graphic design.
- l. Represent the District in civic and community groups, citizen participation organizations and collaborating agencies. This includes, without limitation, regularly serving as the public face and liaison on behalf of the District.
- m. Coordinate or lead video and visual projects which may include writing, editing, directing, narrating, and photographing relevant to District community relations activities.
- n. Work with third party consultants and contractors as necessary on behalf of the District.
- o. Coordinate advertising and marketing activities, including selecting topics and participants, creating advertisement material and arranging media placement.
- p. Respond to citizen and/or customer feedback.
- q. Serve as the District's Public Information Officer in response to appropriate emergency incidents and as otherwise necessary.
- r. Coordinate district events (open houses, station tours, etc.).

3.0 INTERPERSONAL CONTACTS:

Contacts are made both inside and outside the organization. Internal contacts frequently include administrative, supervisory, represented or non-represented staff. External contacts may include customers, outside vendors, governmental personnel, applicants, various media representatives and citizens. This position may be one of the first contacts many have with the District and therefore it is critical interactions are respectful and professional. Contacts may include sensitive and/or confidential information.

To successfully complete the essential functions of this position, the employee must have the ability to interact with others beyond merely giving or receiving instructions. This includes the ability to: (a) get along with colleagues and others without exhibiting behavioral extremes; (b) perform work activities requiring instructing, persuading, and speaking with others; (c) respond appropriately and professionally to criticism from a supervisor and others; and (d) work in stressful situations from time to time.

4.0 KNOWLEDGE, SKILLS, AND ABILITIES:

- a. Understanding and demonstrated skill in the application of the practices, methods, techniques of community and media relations and advertising.
- b. Skilled in preparing, producing, and presenting marketing and public information materials.
- c. Knowledge of journalistic writing techniques and editing methods.
- d. Ability to interpret community and governmental interests to positively promote the District and its service.
- e. Experience in using a variety of media resources for release of public information.
- f. Exercise a high degree of initiative and independent judgement in problem solving, prioritization and decision making.
- g. Knowledge of video editing practices and techniques.
- h. Knowledge of marketing design practices.
- i. Ability to recognize relevant community events for participation.
- j. Demonstrated proficiency of designing and executing displays and interactive activities with the public to create engagement.
- k. Demonstrated proficiency in Microsoft Office software, general office machinery

and equipment.

- l. Basic knowledge of HTML and/or experience using one or more content management systems.
- m. Ability to read, interpret, explain, apply, and follow applicable laws, ordinances, codes, regulations, and policies.
- n. Ability to communicate efficiently and professionally in writing, and verbally with tact, courtesy, proper English, grammar, spelling, punctuation, and vocabulary.
- o. Ability to keep materials and information confidential when necessary.
- p. Ability to work with speed and accuracy.
- q. Ability to work collaboratively with others.
- r. Ability to organize work with many interruptions, and multiple tasks to meet schedules and timelines.
- s. Understanding of public safety practices.
- t. Position shall assist with other duties as assigned.

5.0 TECHNICAL REQUIREMENTS:

- a. Be a strong leader and team player who will contribute to and help further build and develop a strong organizational team.
- b. Must be capable of working cooperatively with staff, part paid employees, the public, and other agencies that may interface with the District.

6.0 MINIMUM QUALIFICATIONS:

- a. Proof of eligibility for employment in the United States.
- b. 18 years of age prior to the close of applications.
- c. Possess a valid driver's license and have a driving record insurable by the district's insurance carrier.
- d. Must receive satisfactory annual job performance evaluations.
- e. Must pass an annual physical exam.
- f. Satisfactorily complete one-year probation period

7.0 DESIRABLE QUALIFICATIONS:

- a. Bachelor's Degree in Journalism, Political Science, Communications, Public Relations, Marketing, Media or related field.
- b. Two years of experience in governmental communications, community relations, marketing, media or equivalent.

- c. Successful completion of FEMA G290 Basic PIO Course
- d. Establish residence within 5-minutes of a District boundary within six months of hire date.

8.0 WORKING CONDITIONS AND PHYSICAL DEMANDS:

- a. Requires occasional exposure to adverse conditions including extreme temperatures, inclement weather, noise, odor, dust, dim lighting and other environmental conditions as required in the performance of the essential functions.
- b. Work is performed in both an office setting and on emergency incidents.
- c. Work may involve frequent attendance at meetings to include irregular hours and out-of-town travel.
- d. Light lifting, carrying, and pushing objects weighing up to 25 pounds.
- e. A computer terminal is used and may require the use of repetitive arm-hand movements.
- f. Sitting for extended periods of time.
- g. Seeing to read and interpret narratives, financial reports, and spreadsheets.
- h. Hearing and speaking to exchange information personally and on the radio or telephone.
- i. Must be able to stand, sit, walk, speak, use hands to feel and handle objects, reach with hands and arms, stoop, kneel, and hear.
- j. Specific vision abilities required of this position include close vision, distance vision, and the ability to adjust focus.
- k. This position may be subject to exposure to high stress situations from time to time, including contact with the public. The employee's work will be interrupted with other tasks and duties on a regular basis and the employee must have the ability to professionally handle and manage such interruptions.



Expectations

Customer service

Customer service is our business. Team members will uphold high standards for conducting business with both internal and external customers. Team members are expected to treat everyone as a valued customer along with doing everything within reason to see that you follow-up and follow-through to meet customer expectations.

Trust

Trustworthiness is one of the most important ethical values and brings together such qualities as honesty, integrity, reliability, loyalty, transparency and being forth coming. Trust is easily lost and hard to gain or regain.

Leadership

As leaders, Team members will inspire others through their actions and words, both oral and written. Not only will we constantly seek to challenge ourselves and develop as leaders, we will include, engage, support, and mobilize others to do the same. As leaders, we must be innovative to create a successful vision for the future.

Behavior

We will operate as a team. We shall accept ownership for our actions and decisions. We will treat each other with respect and dignity, care for those we serve and be sensitive to the needs of others.

Team Members will be expected to maintain confidentiality with each other and capitalize on our diversity by utilizing individual strengths. We will identify our weaknesses and develop plans to address them. When/if dealing with conflict, we will eliminate triangulation. When possible, take concerns directly to the person with whom you have an issue before involving others.

Work product

Team Members will honestly and effectively manage the entrusted resources provided by our community. The nature of our profession requires you to be flexible, reliable, and punctual.