



IONA MCGREGOR FIRE DISTRICT  
6061 South Pointe Boulevard  
Fort Myers, FL 33919

**JOB POSTING**

*An Equal Opportunity Employer/Drug Free Workplace Employer*

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POSITION: PUBLIC EDUCATION COORDINATOR

Open Date: November 5, 2018

Closing Date: November 16, 2018

The individual serving as the District's Public Education Coordinator performs professional work developing, coordinating, implementing and presenting a variety of public education and public information programs and activities. The position is non-exempt under the provisions of the Fair Labor Standards Act.

Requirements: Bachelor's degree from four-year college or university with major course work in education, public relations, communication, journalism or related field and minimum one year of related experience and/or training in planning, implementing and evaluating public education programs and/or news reporting, and public relations; or equivalent combination of education and experience.

Advanced computer experience (i.e. Excel, Word, Power Point, Outlook, Internet, Access, Publisher, and Social Media platforms)

Highly Preferred: Master's degree, familiarity in a public safety environment, proficiency in Media Technology and Equipment, experience in the development and delivery of education programs with emphasis on curriculum design and delivery highly desired.

Submit resume by closing date to: HR Director – Iona McGregor Fire District  
6061 South Pointe Blvd – Ft Myers, FL 33919

or } Fax to: 239-425-9302  
Email to: [czinger@ionafire.com](mailto:czinger@ionafire.com)

*Only candidates meeting the job requirements will be considered further.  
The selection process will include assessments and interviews.*

**Physical Requirements:** Sitting at a workstation for extended periods, with some standing and stooping; performing occasional/infrequent light physical effort (lifting, carrying and putting away materials/supplies weighing less than 20 lbs.); occasional operating District vehicle.  
**Environment:** Fast-paced office setting with frequent interruptions and with the need to deal with a great diversity of people. Some work may be performed at meeting rooms within the District and/or community. Occasionally may have the need to pick up or deliver items in the District and/or community. The noise level in the work environment is usually quiet; however, light exposure to load tonal noises may be experienced.

*Pursuant to Florida Public Records Law, resumes/applications and other materials submitted are subject to public review*

# **PUBLIC EDUCATION COORDINATOR**

**Iona McGregor Fire Protection & Rescue Service District, Lee County, Florida**

The individual serving as the District's Public Education Coordinator performs professional work developing, coordinating, implementing and presenting a variety of public education and public information programs and activities. The position is non-exempt under the provisions of the Fair Labor Standards Act.

**PREPARED (APPROVED) BY:** Board of Fire Comm. **DATE:** 10/17/2018

## **SUMMARY DESCRIPTION**

The position allocated to this classification reports to the Division Chief Prevention and/or designee, and works under general supervision, with considerable latitude for the exercise of independent judgment in accordance with policies, procedures and techniques. Work of this class is distinguished from higher classes by its lack of supervisory responsibility and from lower classes by its emphasis on fire public education and information.

## **I. ESSENTIAL DUTIES AND TASKS**

To perform this job successfully an individual must be able to perform each essential duty and task satisfactorily. Reasonable accommodation may be made to enable individuals who have disability challenges to perform the essential job functions. This job description reflects management's assignment of essential functions, it does not prescribe or restrict the tasks that may be assigned.

### **A. EDUCATION OF PUBLIC**

- A-1 Serve as American Heart Association Coordinator
- A-2 Create and Maintain Community Relations, e.g. HOA's, Business, Civic
- A-3 Coordinate Speaking Events, e.g. District, Self
- A-4 Research/Analysis of Community Needs

- A-5 Research Topic and Target Audience, e.g. Age, Demographics
- A-6 Schedule and Deliver Educational Programs/Presentations
- A-7 Develop Public Programs and Facilitate Resources
- A-9 Evaluate and Modify Public Education Program

### **B. SERVE AS COMMUNITY LIAISON**

- B-1 Maintain Social Media Presence
- B-2 Create and Maintain Community Relations, e.g. HOA's, Business, Civic
- B-3 Prepare Articles for Publication in Print Media, e.g. Community Newsletters, Magazines, etc.
- B-4 Determine Appropriate Medium and Delivery of Information

- B-5 Create and Maintain Other Agency Public Relations, e.g. Fire, EMS, Law Enforcement
- B-6 Participate in Collaborative Partnerships
- B-7 Gather/Obtain Approval for Release of Incident Information to Media
- B-8 coordinate Citizen Achievements and Recognitions

**C. PUBLIC INFORMATION COORDINATOR**

- C-1 Promote District
- C-2 Create and Distribute Communications, e.g. Press Release, District Information, etc.
- C-3 Respond to District Events as Needed
- C-4 Identify Stakeholders and Community Needs
- C-5 Respond to Media Requests, e.g. Interviews, Emails
- C-6 Film and Edit District Training Videos
- C-7 Collect ‘Action Shots’ of Personnel, e.g. Incidents, Training, etc.
- C-8 Maintain Phot Archive for Internal and Media Use

**D. PREVENTION ADMINISTRATIVE COORDINATOR**

- D-1 Design Public Education Programs
- D-2 Facilitate and/or Participate in Fire Prevention Activities
- D-3 Schedule Fire Prevention Activities, e.g. Puppets, Station Visits, etc.
- D-4 Coordinate Volunteer Programs, e.g. CERT, CPR
- D-5 Organize District Special Events, e.g. Open House, Awards, etc.
- D-6 Collect and Analyze Data, e.g. Programs, Budget, etc.
- D-7 Research/Procure Promotional Items for Community Programs
- D-8 Prepare Reports and Documents, e.g. Graphs, Summaries, etc.

**E. PERFORM ADMINISTRATIVE FUNCTIONS**

- E-1 Respond to Communications, e.g. Written, Verbal
- E-2 Maintain Various Shared Calendars and Data Fires
- E-3 Maintain Positive Relations with Operation Personnel
- E-4 Collect and Analyze Data, e.g. Programs, Budget, etc.
- E-5 Prepare Reports and Documents, e.g. Graphs, Summaries, etc.
- E-6 Obtain Quotes for Materials and Supplies
- E-7 Maintain Inventory and Supplies.
- E-8 Attend Meetings
- E-9 Facilitate Grant Funding, e.g. Fireman’s Fund Grant
- E-10 Maintain Vehicle Readiness, e.g. Request Maintenance, Log Fuel Usage, etc.
- E-11 Prepare District Annual Report

**F. PARTICIPATE IN PROFESSIONAL DEVELOPMENT**

- F-1 Network with Other Agencies, e.g. Professional Organizations, Fire Agencies, etc.
- F-2 Maintain Positive Relations with Personnel
- F-3 Participate in Collaborative Partnerships, e.g. Training, Sharing Info/Skills, etc.
- F-4 Obtain and Maintain Professional Certifications, e.g. CPR, CPST
- F-5 Participate in Continuing Educational Activities
- F-6 Stay Abreast of Industry Trends and Technology, e.g. Professional Publications, Journals, etc.
- F-7 Attend Conferences/Seminars, e.g. FAPIO, NAIIO
- F-8 Participate in New Employee Orientation

**II. QUALIFICATIONS AND REQUIREMENTS**

The requirements listed are representative of the education, experience, knowledge, and skills required for this position. As laws, regulations, and/or District needs change, so may the requirements be modified or amended

**Education and Experience**

Bachelor's degree from four-year college or university with major course work in education, public relations, communication, journalism or related field and minimum one year of related experience and/or training in planning, implementing and evaluating public education programs and/or news reporting, and public relations; or equivalent combination of education and experience.

Advanced computer experience (i.e. Excel, Word, Power Point, Outlook, Internet, Publisher, Adobe/Acrobat)

**Highly Preferred**

Master's degree

Familiarity in a public safety environment.

Proficiency in Media Technology and Equipment

Experience in the development and delivery of education programs with emphasis on curriculum design and delivery highly desired.

**Licenses**

Valid FL Driver's License

**Training and Certifications required after employment:**

Care Seat Technician Certification

Community Emergency Response Instructor Training

Course Design and Delivery

CPR/AED Basic Instructor Certification

Fire Extinguisher Training

First Responder Instructor Certification

ICS 100, 200, 700

PIO Training (Basic and Advanced)

**GENERAL KNOWLEDGE**

AV Equipment

Camera (Pictures/Video)

Computer –

Hardware/Software

Education Background

Fire/Emergency Knowledge

(Terms/ Calls)

Laws/Statutes (HIPPA/Patient)

Local Political Process

Programs (Technical)

Public/Community Needs

Social Media Platforms

Understanding of Shift

Operations

**Job Description – PUBLIC EDUCATION COORDINATOR**

**SKILLS**

Confidential	Public Empathy
Detail Oriented	Public Speaking
Event Planning	Sensitive to Cultural and Demographic
Experience Maintaining	Diverse Groups
Social Media Presence	Strong Interpersonal Skills
Organizational Skills	Tact
Project Management	Time Management
	Writing and Verbal Proficiency

**III. PHYSICAL REQUIREMENTS**

This individual is regularly required to communicate with others (talking, listening), frequently required to walk; sit for extended periods, with some standing and stooping; performing occasional light physical effort (lifting, carrying, loading and putting away materials/supplies weighing less than 40 lbs.); daily driving district vehicle.

**IV. WORK ENVIRONMENT**

The individual works in a fast-paced, often stressful, office setting with frequent interruptions and with the need to communicate with a great diversity of people. Frequently work may be performed in the field and at meeting rooms, including classrooms, within the District and/or community. When working in the field, the work may require: the performance of tasks in extreme heat and confined areas; exposure to hazardous conditions and noxious chemicals; exposure to prolonged noise levels; and performance of tasks outdoors under varying conditions. The individual may be exposed to hazardous and high-risk environmental conditions including but not limited to heat, smoke, and toxic gases.

**V. EQUIPMENT AND TOOLS**

The individual holding this position can be expected to be able to competently operate the following equipment and tools.

Camera – Still and Video	Radios	
Computer	Screen (A/V)	Office
Equipment (Fax, Copier, Scanner)	Sound System Stereo	
Projector	Strobes (Emergency Scene)	

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The individual holding this position can be expected to be able to competently operate the following equipment and tools.

Camera – Video	Radios
Computer	Screen (A/V)
Office Equipment (Fax, Copier, Scanner)	Sound System
Pager	Stereo
Projector	Strobes (Emergency Scenes)

**VI. ACRONYMS**

The following Acronyms were utilized in this job description:

A/V = Audio Visual	JIC = Joint Information Center
AED = Automatic External Defibrillator	LEA = Law Enforcement Agency
CD = Compact Disc	MRU = Mobile Response Unit
CERT = Community Emergency Response Team	NAIO = National Association of Information Officers
CPR = Cardio Pulmonary Resuscitation	NFPA = National Fire Protection Association
CPST = Child Passenger Safety Technician	PIO = Public Information Officer
DVD = Digital Video Disc	PR = Public Relations
EMS = Emergency Medical Service	PSA = Public Service Announcement
FAPIO = Florida Association of Public Information Officers	TAC = Tactical
HIPAA = Health Insurance Portability & Accountability Act	