SOUTH KING FIRE & RESCUE
JOB DESCRIPTION

COMMUNICATION SPECIALIST I

NON-EXEMPT

DEFINITION:

The Communications Specialist is responsible for providing support in managing strategy, development, and execution of internal and external communications initiatives for the South King Fire & Rescue (District). This position works directly with the Administration, assisting with internal messaging from the Fire Chief, Executive Director, and members of the management team to create both confidential and public information. Duties include the design, content development, and distribution of communications plans, op-eds and statements, funding opportunities, and public newsletters.

Supporting the Community Affairs Office (CAO) and the Diversity, Equity and Inclusion leadership team, the Communications Specialist will cultivate positive relationships with the news media, outside government agencies, as well as establish community partnerships to ensure that the District is a reflection of the local communities. This position assists the Administration to develop and implement marketing and communications strategic plans and recommend communication practices that leverage social media, digital, and multi-media activities. Utilizing existing and emerging technologies, creative and forward thinking is applied to ensure information is effectively received to various stakeholder groups.

SUPERVISION RECEIVED:

The Communications Specialist shall work under the direction of District's Administration. This position reports directly to the Director of Information Services.

WORK WEEK AND HOURS:

The defined "work week" begins on Sunday and ends on Saturday. This position regularly operates five days per week (Monday – Friday), eight hours per day and a half hour unpaid lunch. Hours worked more than 40 hours per week are paid at the overtime rate of 1.5 times (X) the regular hourly wage. Determination and changes to the work schedule are at the sole discretion of the District. Work may require weekend and evening duty for meetings or emergency recall for certain fire and disaster emergencies.

ESSENTIAL JOB FUNCTIONS:

- Serve as a key content provider by researching, developing key messaging for, writing, and editing internal and external communications, including business development.
- Assists the District on the layout and design of newsletters, advertising, and other

communications.

- Create written press materials for the Administration, including press releases, internal bios, announcements, Q and A backgrounders, remarks, statements, and speeches.
- Supports the District with responding to media requests in a timely manner, meeting deadlines and containing sensitive stories before they potentially create a reputational issue.
- Conduct interviews and write editorial features as needed; research, write and edit copy for advertising, websites, digital and print publications, social media channels, executive communications, news releases, promotions and hiring announcements, byline editorial articles, talking points, reactive statements, remarks, and other PR positioning documents.
- Maintain District's website and Intranet content, coordinate website updates and documents files with website manager.
- Work closely with all District stakeholders to understand objectives and priorities and help shape a channel roadmap to meet goals.
- Help inform Communications plans, strategy and content for various initiatives and events.
- Learn and stay up to date on trends in technology, digital, and new approaches for storytelling and publishing.
- Assist the District in public relations and internal communications strategy. Support the development and execution of communication initiatives for the Community Affairs Office.

KNOWLEDGE, SKILLS & ABILITIES:

Knowledge of:

- Understanding of working effectively with news media; Knowledge of and experience working with community and multi-lingual media in south King County.
- Technical writing.
- Effective, professional, and positive interactions with difficult individuals.
- Thorough understanding of organizational communications, and brand marketing principles and practices.
- Experience in developing and implementation of successful, creative communications campaigns and initiatives.

Skill Level:

- Superior interpersonal skills required, with demonstrated ability to lead and motivate staff and assigned resources. Uses tact, patience, and courtesy.

- Strong oral and written communication skills ensuring correct grammar, spelling, punctuation, and vocabulary with the ability to apply appropriate communication techniques to various audiences.
- Positive and progressive customer service attitude and skills required.
- Proficient in the use of personal computers and other office equipment.

Ability to:

- Synthesizing and communicating fire service-related information in writing, orally, and visually to a variety of audiences including policy makers, communities of color and language communities.
- Demonstrate leadership abilities.
- Consistently identify, establish, and follow through on goals and objectives.
- Deal courteously and tactfully with the public.
- Establish and maintain cooperative and effective working relations with others.
- Assure the preparation and maintenance of records and reports.

EDUCATION & EXPERIENCE

Minimum Qualifications:

- Achievement of a High School Diploma or G.E.D. equivalent
- Associate degree (A.A) or equivalent from a two-year college or technical school
- Minimum of 3 years of related communications and marketing experience including internal communications and media relations experience.

Preferred Qualifications:

- Bachelor's degree (B.A., B.S.) or equivalent from a four-year college.

OTHER REQUIREMENTS:

- Other duties as assigned to meet business needs.
- Must be bondable and pass a criminal and credit background check.

TOOLS AND EQUIPMENT USED

Personal computer, mobile devices, multimedia equipment, and up-to-date software applications.

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.

Employee is frequently required to walk, stand, sit, talk, and hear. Occasionally requires lifting or moving equipment up to 25lbs or more, with or without assistance. Frequently required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

Work is performed primarily in the office, but may occur in an outdoor setting, in all weather conditions, including temperature extremes, during day and night. Work may be performed in emergency and stressful situations. Individuals may be exposed to hearing alarms and hazards associated with fighting fires and rendering medical assistance, including smoke, noxious odors, fumes, chemicals, liquid chemicals, solvents, and oils.

The noise level in the work environment is usually quiet in office settings and loud at an emergency scene. Hearing protection is required in loud environments.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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