



## JOB DESCRIPTION

Title: Full-Time / On-Call Public Information Officer

Reports To: Fire Chief

Division: Executive Staff

FLSA Classification: Exempt

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### I. GENERAL STATEMENT OF DUTIES

The public information officer (PIO) will assist the fire chief with ensuring there is 24/7 coverage of Travis County ESD No. 12 (TCESD12) as a spokesperson for the district. Other opportunities to act in this capacity may include special events, training, high risk days like Red Flag Warnings and high acuity incidents.

### II. SUPERVISION RECEIVED

Works under the supervision of the fire chief.

### III. SUPERVISION EXERCISED

Works collaboratively with all functional areas of the district.

### IV. ESSENTIAL DUTIES AND RESPONSIBILITIES Communications (external, internal, social, multi-media):

- Manage all TCESD12's social media outlets – including Facebook, NextDoor, Twitter, Instagram, and YouTube. This includes managing social media engagement and responses.
- Utilize listening and monitoring tools to track, measure and analyze the effectiveness of social media activities as well as communicate results to the organization.
- Takes video and still pictures at emergency scenes for use in training, outreach, and communication materials.
- Provides timely and accurate information to the public and news media. This includes live and pre-recorded interviews with the news media.

#### Public Information Officer (PIO)

- During major incidents the PIO is responsible for: directing resources and participating in effective media relations; conducting or coordinating media interviews and news releases; responding to media requests for information in a timely manner.
- Serves in an on-call capacity for emergency/crisis situations.
- Performs other related duties as assigned.

**V. Minimum Qualifications:**

**EDUCATION, EXPERIENCE, LICENSES & CERTIFICATIONS**

- Minimum four years of experience in media relations preferred.
- Extensive knowledge and experience in social media preferred.
- Experience as a public safety PIO preferred.

**NECESSARY KNOWLEDGE, SKILLS AND ABILITIES (KSAs)**

- Knowledge of principles, practices and procedures of media relations, social media, public relations, and communications.
- Knowledge of the Texas Open Meetings Act, and HIPPA as they apply to public information releases and District operations.
- Knowledge of the principles, practices, and techniques of modern fire suppression, prevention, and community risk reduction strategies.
- Knowledge of software programs such as Microsoft Office Suite and various web, photo, and video development/editing software.
- Skill in demonstrating critical thinking and functioning under extreme stress.
- Skill in understanding and responding to customer needs.
- Ability to communicate effectively verbally and in writing to a variety of audiences.
- Ability to handle confidential information and exercise sound judgement.
- Ability to exercise initiative and work both independently and as a team.
- Ability to establish and maintain effective working relationships with management, employees, elected officials, media, community members and the general public.
- Ability to process multiple, varied tasks and meet deadlines efficiently and effectively.
- Ability to safely operate assigned vehicles.
- Ability to respond to emergency incidents and operate within the incident command structure.
- Ability to handle sensitive situations with tact and diplomacy.

**VI. PHYSICAL DEMANDS**

- Verbal and auditory capacity enabling interpersonal communication, as well as communication through the use of automated verbal communication devices such as two-way radio, intercom, and telephone systems.
- Visual and fine/gross motor skills enabling the use of office equipment.
- Visual and fine/gross motor skills enabling the safe operation of a vehicle during normal, as well as during hazardous weather situations.
- Required to carry up to 20 pounds of camera/video gear for extended periods of time.

**VII. WORK ENVIRONMENT AND GENERAL INFORMATION**

- The primary responsibilities of this job are performed at emergency scenes and may be exposed to outside weather conditions.
- The noise level while at emergency scenes may be loud.
- The duties listed are intended only as illustrations of the various types of work that may be performed and are in no way construed or perceived to be exhaustive.
- The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs and requirements of the job change.

Reviewed by: \_\_\_\_\_  
Human Resources Director

\_\_\_\_\_  
Date

Approved by: \_\_\_\_\_  
Fire Chief

\_\_\_\_\_  
Date