

Media Specialist Job Description



1. Position Summary

Responsible for promoting Fire District programs and services to internal and external audiences using social media and possibly including videography, and photography; media relations; written and electronic materials; and marketing/outreach to inform the public on incidents and available services. The Media Specialist will also assist in the documentation of outreach events/activities and may support the Fire District during major media/communication incidents.

2. Supervision Received

The Media Specialist reports directly to the Fire Chief and may take direction from senior Administration staff.

3. Supervision Exercised

The Media Specialist normally does not supervise individuals within the administrative division. There may be times when they will coordinate tasks with personnel working on special projects.

4. Essential Duties and Responsibilities

- 4.1** Develop and maintain social media content.
- 4.2** Responsible for the administration of CIFR sites on social media outlets including, but not limited to, Facebook, LinkedIn, Twitter, Instagram, Google+, YouTube and others to improve CIFR social presence. Ultimately drive CIFR social media presence ensuring high levels of web traffic and citizen/customer engagement.
- 4.3** Maintain and evolve our social media strategy including personas and presence for each channel, consolidating input from the broader organization. Monitor for comments and social actions and respond to citizen/customer engagements.
- 4.4** Be data-informed about what's working on social media and what's not. Report on results of social media campaigns and recommend improvements to increase effectiveness.

- 4.5 Create and execute an editorial calendar for each channel to keep our presence fresh. Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.

5. Periodic Duties

Other duties as assigned.

6. Knowledge, Abilities, and Skills

- 6.1 Excellent skills in grammatical composition with the ability to proof read materials and to make corrections and / or suggestions for improvement.
- 6.2 Excellent communication skills, both verbal and written.
- 6.3 Excellent interpersonal skills (demonstrated ability to relate well with Fire Commissioners, Fire Chief, Command Staff officers, paid and volunteer firefighter personnel and the general public).
- 6.4 Must possess the ability to effectively manage situations related to public questions, complaints, or requests for information.
- 6.5 Camano Island Fire and Rescue reserves the right to evaluate and consider, at its discretion, any combination of education and experience that tends to indicate the applicant possesses the skills, knowledge, and abilities listed herein.

7. Work Environment

- 7.1 It is anticipated that the majority of the work will be completed at locations remote from the administration building.
- 7.2 Risks with the work area are minimal and do not exceed normal risks with working around standard office equipment.
- 7.3 There may be occasional periods of increased stress during those times of high and/or complex emergency incident alarm and response.
- 7.4 The duties and responsibilities, physical requirements, and work environment outlined herein are intended only as illustration of the various types of work that may be performed and the various working conditions that may prevail. The omission of specific statements of duties or working conditions does not exclude them from this position, if the work is similar, related, or a logical assignment for the position.

8. Physical Demands

- 8.1 Ability to work in a home or office environment for an extended period of time to include, but not limited to, working at a computer work station and sitting at an office desk.
- 8.2 Must be able to hear and speak clearly and have visual acuity (corrected vision or hearing is allowed).

9. Minimum Qualifications

- 9.1 Excellent written and oral communication skills, including use of proper grammar and ability to edit others' written materials.
- 9.2 Knowledge of social media marketing programs and ability to optimize those programs for maximum affect.

10. Desired Qualifications

- 10.1 Web site design and maintenance experience.
- 10.2 Public Information Officer (PIO) training.

11. Certifications and/or License Requirements

None required

12. Salary and Benefits

JOB STATUS: *Part-Time, FLSA Non-Exempt*

EMPLOYMENT STATUS: *At-Will*

HOURS: *As required to fulfill position duties, anticipated to be 10 hours per week or less*

APPROVED: _____

DATE: _____