

Menlo Park Fire Protection District  
**EMERGENCY SERVICES COORDINATOR**  
(Non-safety, full-time, non-exempt, AFSCME, benefited position)  
Class Description

**Definition**

Under general supervision of the Fire Marshal, performs a variety of complex responsible professional and technical duties in emergency operations, planning and preparedness; public information, including press releases and response to requests from the press; overall responsibility for specifically assigned projects that require experience in administration and the ability to interact with a variety of people; and performs related work as required.

**Distinguishing Characteristics**

This is a single-position, non-safety classification reporting to the Fire Marshal with three core responsibilities: public information and communication including writing press releases and responding to the press; public education, including developing and delivering a variety of educational programs; and coordination of internal and external emergency preparedness programs. The incumbent confers with representatives of the District and with a variety of external resources and services to accomplish goals and objectives.

**Typical and Important Duties**

1. Oversees the District-wide public information program, including writing safety information and other press releases and public service announcements, making contact with the press, responding to questions, and gathering and preparing information.
2. Serves as liaison with state/county/cities emergency and disaster preparedness operations.
3. Produces informational and promotional materials, including written documents, electronic media, and videos; maintains materials, such as props, slides, videos, films, and other educational documents; sets up and operates appropriate and different audio-visual equipment.
4. Develops, coordinates, and publishes the District newsletter, working with District staff on articles and items of interest; produces community newsletters as appropriate.
5. Designs and administers communication plans for public outreach around specific issues.
6. Coordinates, develops, and implements training curriculum for fire safety programs; coordinates programs with appropriate District employees.
7. Plans, coordinates and promotes public education programs; conducts a variety of informational presentations and community training; monitors educational programs; conducts senior citizen and child safety inspections; coordinates training and information sessions with other District staff and with outside presenters and other agencies; coordinates volunteers and community group public education programs.
8. Develops and delivers programs to businesses and residents from pre-kindergarten age to senior citizens on disaster preparation, including fire and earthquake preparedness, fire safety education, such as juvenile fire starter program; fire prevention public education programs, such as hazardous materials, CERT; coordinates and may deliver public CPR/FA programs.

9. Conducts station tours, equipment demonstrations, and other District activities; coordinates presentations and all public education programs.
10. Attends a variety of public events as District representative to provide information or materials or to deliver training and community education; conducts demonstrations on fire safety equipment, such as smoke detectors, sprinkler systems and fire extinguishers.
11. Manages complex projects and studies, gathering and evaluating information from various sources, both within and outside of District, and prepares appropriate reports such as the annual report; analyzes feasibility projects and proposed programs and makes recommendations.
12. Researches and develops proposals for grant funding; implements grants, monitors results, and prepares reports.
13. Install and demonstrates the operation of smoke detectors to low income residents and senior citizens.
14. Operates computers for data entry and word processing; keeps records and prepares information sheets and statistical, departmental and special reports.
15. Stays current with changes in education, technology, rules, regulations and laws related to the work.
16. Manages volunteers and community education and awareness programs.
17. Performs other related duties and responsibilities as assigned.

### **Job-related Qualifications**

#### *Knowledge of:*

- Principles and practices of organization and public administration.
- Research techniques and methods of report preparation.
- Applicable and basic federal, state, and local laws, regulations, codes, standards, and ordinances related to fire protection and life safety.
- Standard office practices, procedures, methods and equipment.
- Principles of contract and grant administration.
- Education methodology as it pertains to fire safety training.
- Emergency preparedness operations and plans; incident command systems (ICS), National Incident Management Systems (NIMS) and standard emergency management systems (SEMS).

#### *Ability to:*

- Learn applicable national, state, and local laws, regulations, standards and ordinances related to fire protection and life safety.
- Learn the principles for preventing/limiting fires, storage, use and handling of hazardous materials, and installation and maintenance of fire alarm systems, and fire protection systems.
- Communicate in writing and verbally with diverse audiences.
- Prepare and present a wide variety of educational materials.
- Research information and collect and analyze data.
- Read, interpret, apply and explain applicable laws, regulations, standards and ordinances.
- Plan, coordinate and prioritize workload.
- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Establish and maintain cooperative relationships with employees, supervisors, and the public.
- Learn and effectively apply local, state, and federal laws and regulations.

- Represent the District effectively and professionally in contact with representatives of other agencies and the public.
- Take a proactive approach to customer service issues.
- Make/recommend process improvement changes to streamline procedures.
- Performs assignments and maintain equipment in a safe manner; understand and carry out safety policies, rules and regulations; properly uses safety equipment.
- Maintain confidentiality regarding sensitive information.

*Skill in:*

- Preparing clear and concise training plans, public information materials and reports.
- Applying the principles of public speaking and education.
- Diffusing difficult situations and people.
- Basic keyboarding.
- Operating a personal computer and appropriate worked-related applications, such as word processing, spreadsheet, calendaring, and e-mail systems, etc.

### **Experience and Training**

Any combination of experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

*Experience:* At least three years of significant, full-time experience in municipal government or fire districts involving public contact and emergency operations planning and training.

*Training:* Associate's degree from an accredited college or university in business administration, public administration, public relations.

### **Licenses and Certificates**

All licenses and certifications must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid California Driver's License, which must be maintained as a condition of employment.

**NOTE:** Positions may be filled at the Emergency Services Specialist level or at this level. IF hired at the lower level, promotion to this class shall be based on requisite years of services in the prior classification, satisfaction of the educational requirements, quality of performance, the likelihood of success in the higher classification, and the needs of the District.

### **Special Requirements**

Essential duties require the following physical skills and work environment:

*Physical Skills:* Ability to sit and work at a computer terminal for approximately two hours; lift and carry 50 pounds, vision to read printed materials and a computer screen, close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus; hearing and speech to communicate in person and over the telephone; use hands to finger, handle or feel objects, tools or controls; stand, walk, sit or reach with hands and arms, climb or balance, stoop, kneel or crouch, crawl, jog or run.

*Work Environment:* Mobility to work in a typical office setting or field environment with exposure to dust, cold/heat, noise, vibration, confining work space, chemical, mechanical hazards, and in the presence of victims of death and/or dismemberment.

*Ability to:* Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; may work protracted and irregular hours.

Approved: January 2008  
Revised Date: May 2009  
Former Titles:  
Abolished:  
Bargaining Unit: AFSCME  
ADA Review:  
DOT:  
Physical: Class  
Status: Non-exempt  
EEOC Category:  
Job Code:  
Resolution #: 1326-2009  
Resolution Date: July 21, 2009