

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1248

TITLE: PUBLIC SAFETY INFORMATION OFFICER IV

GRADE: S-29

DEFINITION:

Under direction, plans, organizes and administers a public affairs and departmental communications program for a department with a primary first responder mission, i.e., police, fire and safety, health, emergency management.; leads and implements a wide range of communication activities including media relations, special events, division specific reports; directs the work of others in the implementation of the communications programs; and performs other duties as required.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:

The Public Safety Information Officer IV is distinguished from the Public Safety Information Officer III in that the Public Safety Information Officer IV plans, organizes and administers a public affairs and department communications program for a department with a primary first responder mission and directs the work of others in the implementation of the program whereas the Public Safety Information Officer III executes details of media relations and communication programs and projects for a department with a primary first responder mission

TYPICAL TASKS:

Serves on 24-hour call, with responsibility for notifying County officials of significant incidents; Makes decisions under pressure and deadlines regarding information that may be released to the media;

Coordinates and provides information regarding emergency incidents and other sensitive matters to the news media;

Plans, directs, and executes publicity campaigns designed to inform citizens about various county programs, events or legislation;

Supervises the work of subordinates engaged, in public information activities;

Establishes and maintains effective working relationships with members of the media;

Responds to requests for information regarding agency/County programs;

Provides assistance to agency/County staff as to the most effective means of communicating information to the general public, government employees, and other target groups;

May interact directly with the Board of Supervisors and County Executive's Office on behalf of the department;

Provides strategic communication leadership for the department/division.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of public safety area of expertise: fire and safety, police, public health, emergency management;

Knowledge of the principles and methods of public affairs work;

CLASS CODE: 1248

TITLE: PUBLIC SAFETY INFORMATION DIRECTOR IV

GRADE: S-29

Page 2

Ability to write clear, concise and effective informational material and skill in editing written material;

Detailed knowledge of the requirements of the media regarding content, format, and timing of official releases;

Broad knowledge of the principles of public administration and public relations as applied to public safety issues and local government operations;

Ability to plan and execute photographic coverage of complex events;

Ability to adapt broadly defined policy guidance to specific situations with a minimal amount of supervision;

Ability to work under pressure;

Ability to participate in meaningful interchange of views on matters of critical importance to the County;

Ability to plan and review the work of others;

Ability to establish and maintain effective relationships with the public, the press, and County employees;

Ability to speak extemporaneously on a broad variety of County-related issues and occurrences;

Ability to develop and maintain effective working relationships with County government; officials and representatives of the media;

Thorough knowledge and understanding of the National Incident Management System.

EMPLOYMENT STANDARDS:

Any combination of education, experience, and training equivalent to:

Bachelors degree in field related to specialization, plus at least seven years of progressively responsible experience in management and supervision of with a minimum of five years in the related field (i.e., safety, police fire, health) as a first responder communicator.

CERTIFICATES AND LICENSES REQUIRED:

Not applicable.

NECESSARY SPECIAL REQUIREMENTS:

None.

ESTABLISHED: April 23, 2007