

Sonoma County Fire District Invites Applications for the Position of **Community Engagement Coordinator – Public Information Officer** (non-sworn)

Annual Salary Range: \$89,194.91 - \$98,336.16



Our Mission: To compassionately care for the safety of our communities and our visitors through progressive professional emergency preparedness and response.



THE POSITION



Under the direction of the Fire Chief, the Community Engagement Coordinator/Public Information Officer serves as the District's Public Information Officer, coordinating District public messaging, media relations, community engagement, and developing, sourcing, and implementing community-based safety education programs, providing community informational and educational outreach programs, evaluating service needs, recommending to the Fire Chief programs to meet identified needs, and serving as a community liaison to establish effective relationships on behalf of the District.

THE IDEAL CANDIDATE

The ideal candidate will be a proven self-starter with strong organizational skills and the ability to communicate clearly, both orally and in writing. They will have public speaking experience and possess excellent skills building strong relationships and working as a team with diverse groups of people. The ideal candidate will have experience developing and implementing effective community outreach programs and activities. Public safety experience and grant writing/management is a plus. Bilingual English/Spanish skills are highly desirable.



ESSENTIAL DUTIES AND RESPONSIBILITIES

Management reserves the right to add, modify, change, or rescind the work assignments of various positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Serve as the District's Community Engagement Coordinator, regularly updating news and social media outlets and websites on behalf of the District.
- Support other District divisions by assisting in developing, distributing, and promoting their messaging needs, such as recruitment, suppression highlights, prevention public education campaigns, and District business.
- Research, develop, plan, and coordinate activities of community outreach programs and projects.
- Provide information and referrals regarding departmental activities, services, and resources available through the District or in the community.
- Promote the District's Vision, Mission, and Guiding Principles.
- Develop and prepare messaging, talking points, written informational materials, and presentations in a variety of formats.
- Attend community meetings and serve on committees or boards as a District representative.
- Author, submit, and manage grant proposals and grant programs and distributions, and contribute to grant compliance and reporting.
- Present information and educational programs to homeowners' groups, schools, and various civic and business organizations.
- Coordinate and facilitate group meetings of all sizes.
- Supervise community outreach staff, interns, and volunteers both in the office setting and at community events.
- Organize special events, dedications, and major community involvement days.
- Facilitate communication and resolution of problems, concerns, or complaints between residents and District staff and officials.
- Conduct research and prepare responses to English and non-English speaking resident inquiries on a variety of needs.
- Identify ways to enhance service to the community.
- Develop and maintain positive public and community relations.
- Enhance community outreach and education through electronic communication and social media development and management, by creating content and scheduling posts, designing graphics, and maintaining brand consistency across all platforms.
- Prepare public service announcements and work with news media on educational campaigns. Drive to and work with various community-based organizations, neighborhood groups, civic groups, service clubs, schools, youth organizations, and other groups to maintain open lines of communication between the District and individuals from various racial, cultural, and economic backgrounds.
- Participate in needs assessment analysis to identify community outreach needs.
- May assist with strategic and short-range planning and implementation of programs and services.
- Collaborate with other Town or County department staff on small to large-scale projects.
- Attend workshops and training to obtain current information relevant to departmental activities.
- Work a varying work schedule based on Fire Chief and District needs and attend evening and weekend meetings and events.
- Perform other duties as assigned.

Fire District Additional Duties

- Plan, develop, and implement fire prevention, safety, and emergency preparedness programs.
- Assist with the implementation of a vegetation management program within Wildland Urban Interface areas of the community and organize and coordinate related outreach activities.
- Monitor, evaluate, and maintain the relevance of fire and life safety public education programs.
- Respond to questions and fire and life safety needs of the community.

Essential Duties and Responsibilities During a Declared Emergency (shift in priorities during an emergency)

- Serve as an Emergency Services Worker during emergencies and disasters in an Emergency Operations Center environment.
- Provide public information support to the Emergency Operations Center.
- Assist with media coverage.

QUALIFICATIONS

Knowledge of:

- Contemporary issues affecting local government and the community.
- Relevant federal, state, and local programs and related laws, policies, and procedures.
- Resources available to members of the communities served.
- Practices of print, public broadcasting, radio, and digital media services.
- Media relations, public information, and organizational communication methods and practices
- Effective, informative, and influential composition styles and techniques.
- Management of group dynamics and meeting facilitation techniques and methods.
- Basic dynamics of human behavior, including problem solving and motivation techniques, data collection, and presentation methods.
- Verbal communications techniques for de-escalation and communication with crowds.
- The current methods for conducting needs assessments.
- Site and scene safety, fire and emergency operations and practices.
- Adult and youth educational concepts.
- English usage, grammar, vocabulary, and spelling.

Ability to:

- Communicate clearly and concisely, orally and in writing.
- Effectively plan, direct, manage, and coordinate projects.
- Provide clear and sometimes influential information and directions to others.
- Properly interpret and make decisions in alignment with laws, regulations, and policies.
- Demonstrate initiative, creativity, and resourcefulness.
- Exercise independent judgment, make sound decisions under intense pressure, and work with a minimum of supervision.
- Effectively sustain frequent contact with a wide variety of people.
- Gather and analyze data, analyze situations accurately, and recommend a practical course of action.
- Understand and relate to the needs of members of the communities to be served.
- Provide culturally appropriate and responsive services to diverse populations to meet identified needs.

- Prepare, organize, and make presentations to community and professional groups.
- Type, enter data to meet the requirements of the position.
- Sort, file, organize, and maintain accurate and organized records.
- Interact tactfully and courteously with district personnel, other public safety organizations, government agencies, and the public, providing information and responding to concerns.
- Establish and maintain effective working relationships with employees of the district and other government and community agencies.
- Operate standard office equipment, a computer, and a variety of software and audio-visual equipment; learn the organization, policies, procedures, and operating details of the district and assigned department.

Physical Demands

The position requires prolonged sitting, standing, walking, reaching, turning, grasping, repetitive fine motor skills, hand coordination, and hand movement. May occasionally perform work in inclement weather, at fire scenes, under extreme conditions, and in rural areas. The work requires the ability to speak clearly, hear, listen, write, author organizational messages, use critical thinking skills, work under extreme timelines and duress, and convey complex ideas well enough to successfully perform the duties of the position. The incumbent may be required to climb ladders and descend; they must be able to lift, push, and pull files, paper/documents, or supplies weighing up to 25 pounds.

Environmental Elements

The Community Engagement Coordinator/Public Information Officer will divide their time between work in an indoor office environment and work in the field, meeting with community groups, making presentations, and participating in community events and services.

EXPERIENCE, EDUCATION, AND CERTIFICATION

Any combination of experience and education that could likely provide the required knowledge and abilities would be qualifying.

Education:

- Required: Graduation from high school or equivalency.
- Preferred: Additional coursework in sociology, psychology, marketing, communication, emergency management, environmental studies, or other closely related fields from an accredited college or university.
- Preferred: Bilingual capability in English-Spanish is highly desirable.

Experience:

- Required: Demonstrated experience performing community contact duties intended to establish or promote an effective working relationship between community representatives or groups and local government or service agencies.
- Desired: Some experience working with communication and media outlets, conveying organizational messaging, and coordinating emergency communications with outside agencies.
- Desired: Experience that includes identifying and resolving problems encountered by either individuals or a community group.

License or Certificate:

- Required: The use of a vehicle while conducting District business to conduct public outreach, transport training and outreach materials, and travel to meetings and events in widespread locations throughout the County, both during and after hours. To drive, individuals must be physically capable of operating the vehicles safely and must possess a valid, Class C, California driver's license.

THE DISTRICT



Located less than an hour's drive north of San Francisco, Sonoma County enjoys the world-class culture of the San Francisco Bay Area, while still maintaining its agricultural heritage and rustic charm. Its award-winning wineries, miles of hiking trails, towering redwoods, and the pacific coastline, is an ideal place to live and work. Sonoma County enjoys more-affordable housing costs and a more competitive cost-of-living compared to the rest of the San Francisco Bay Area.

The Sonoma County Fire District is a leader in all-risk Fire-EMS services. The District encompasses an area of more than 436 square miles. With over 100 SCFD members, they respond to approximately 13,000 calls for service out of 11 fire stations. An approximate population of 100,000 increases to well over 150,000 with visitors due to the high volume of tourism.

The staff of the Sonoma County Fire District serve our communities with honesty, integrity, respect, and a commitment to excellence.

Customer care and community involvement is our culture. In the Sonoma County Fire District, there are no routine calls. The District incorporates city, suburban and small towns as well as the Russian River, Sonoma Coastline, a growing regional airport, commuter train, wineries, and one of the state's largest casino.

Timeline:

Applications are due by March 22nd, 2026, at 11:59pm. Interviews will take place starting the following week of March 30, 2026. Complete your application, cover letter, resumé, and all supporting documentation, online at:

<https://www.sonomacountyfd.org/community-engagement-coordinator-public-information-officer-employment-application>

Hiring Information:

- Employment offers are normally subject to reference and background checks including fingerprint clearance
- The District may require a pre-employment physical examination, paid by the District
- Sonoma County Fire District is committed to fostering a safe, pleasant, and harassment-free work environment.
- Sonoma County Fire District is an equal opportunity employer. All interested parties are encouraged to apply.



Questions:

Email: applications@sonomacountyfd.org or visit our website, www.sonomacountyfd.org

BENEFITS

- CalPERS Classic members: 2.7% at 55, employee pays 8% employee contribution
- CalPERS PEPPRA members: 2% at 62, employee pays 6.75% employee contribution
- District paid medical, dental, and vision insurance up to a set cap; employee pays costs above cap
- District-paid life and long-term disability insurance
- PERS 457 deferred compensation, District matches up to \$200 per month
- Supplemental insurance and AFLAC benefits available, paid by employee
- Cash in-lieu-of medical: The District offers \$500 per month cash in-lieu-of medical, when waiving medical coverage.
- Vacation hours starting at 80 hours accrued per year.
- Sick Leave starting at 10 hours per month accrued per year.
- 13 Holiday paid days off per year
- Education reimbursements up to a maximum of \$600 per year.

NOTE: Information contained in this announcement does not constitute an express nor implied contract, and the information provided is subject to change: It does not necessarily include all duties and responsibilities required of the position.

