

UNIFIED FIRE AUTHORITY JOB DESCRIPTION

JOB TITLE: Information Outreach Specialist (Sworn Firefighter Specialist)
SECTION: Administration
DIVISION: Information Outreach
DATE: April 2026

BASIC FUNCTION OF POSITION:

Serve as a Unified Fire Authority Information Outreach Specialist, representing the department in interactions with internal and external stakeholders. Is also cross-trained to assist other members of the Information Outreach Division in providing support for staffing and coordinating UFA participation in various community events and for coordinating the CERT program and other Division programs.

SUPERVISION RECEIVED:

Reports directly to the Information Outreach Captain

SUPERVISION EXERCISED:

Supervises part-time EMS staff (Ambulance Technicians) during community events. Indirect supervision of other UFA personnel that assist during community events.

PRINCIPAL RESPONSIBILITIES:

The following list describes several of the essential functions of this position. This list may be supplemented as necessary:

- Gathers, manages and delivers information to internal and external customers.
- Researches, staffs, oversees and coordinates UFA representation at school and community events.
- Writes and distributes press releases and public information announcements.
- Builds strong relationships with local media and responds to requests for information.
- Promotes UFA activities and events and coordinates access to UFA personnel.
- Responds to incidents and media requests. This is on an on-call rotating schedule with other UFA PIOs, traditionally one week at a time out of every three.
- Supports the UFA Liaison Officers and other UFA personnel in building positive working relationships and messaging with the member cities, townships, Salt Lake County, and other key partner organizations.
- Captures, records and archives department history through video, photography, and documentation.
- Works with other PIOs to engage our community through our website, social media platforms, community events, and our local media.
- Develops and supports programs aimed at educating the public regarding department programs such as CPR/First Aid training and Adopt a School.

- Participates in CERT train the training efforts.
- Facilitates video and still-picture production and management.
- Surfaces story ideas and pitches media engagements.
- Manages digital media and conferencing tools for all UFA and UFSA-related public meetings.
- Performs other duties of a similar nature or level.

If filled with a sworn firefighter, this position will have the additional responsibilities related to emergency incident information, potentially in a hazardous atmosphere.

TYPICAL DECISIONS:

Exercises considerable independent judgment when performing tasks related to internal and external communication.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Professional communications, marketing and the positive promotion of an agency's vision, mission, and goals.
- Research, data analysis, and report writing techniques
- UFA Organizational structure and intent

Skills (or Skill In):

- Microsoft Office software programs (Microsoft Word, Excel and PowerPoint)
- Dropbox
- Writing, presenting, speaking and listening
- Coordinating multiple priorities and programs
- Zoom and/or other video conferencing tools

Ability to:

- Interact with the public and/or media in a positive manner
- Develop positive working relationships and partnerships with UFA staff, community stakeholders and elected officials
- Develop messaging to enhance the UFA's image and reputation
- Work independently and as part of a team with little direct supervision
- Provide outstanding customer service to UFA stakeholders

MINIMUM EXPERIENCE AND QUALIFICATIONS:

- Valid Driver License and Valid EMT, AEMT, or Paramedic licensure.
- Currently serving as a UFA Firefighter or UFA Firefighter Specialist (any specialty) and have completed all requirements of a Firefighter.
- Successful completion of two (2) years of full-time UFA employment in a sworn Firefighter position.

- Successful completion of the following is required after selection and when available:
 - CERT Trainer certification
 - Basic PIO – G290, JIC/JIS G291

DESIRABLE QUALIFICATIONS:

- All Hazards PIO (1952)
- NWCG PIO (S203)
- Experience in EMAC, USAR or single resource deployments or an active member of the UFA single resource program.
- Ability to deploy on an EMAC or USAR request.

WORKING ENVIRONMENT:

Work is performed in a general office environment during routine office hours, Monday through Friday, however after-hours and weekend work is frequently required. Work activities vary widely including attendance at meetings, field, and classroom training, and driving and occasionally towing trailers to community events. Work includes routinely responding to emergencies to act as department spokesperson or PIO and manage media response.

PHYSICAL AND MENTAL JOB REQUIREMENTS:

To perform the job successfully, an individual must be able to perform each of the essential job functions satisfactorily. The employee must be able to respond calmly during crisis situations when representing UFA to media/public. This position involves periods of prolonged sitting and use of computer equipment. In order to access emergency scenes, this position requires the ability to work outside in all types of weather conditions and to walk across uneven surfaces. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires the physical and mental capabilities to read information printed on paper and displayed on computer monitors; hear, speak, and communicate verbally using the English language; cognitive thinking and mathematical calculation capabilities; manual dexterity to manipulate standard office equipment, papers, files, and records. This position requires frequent driving and the ability to lift up to forty pounds. Has frequent towing responsibilities.

Classified as FLSA Non-exempt and eligible for overtime.
Category A Department Vehicle
Phone Stipend (Category A)
Eligible for Stand-by-Pay.