

UNIFIED FIRE AUTHORITY JOB DESCRIPTION

JOB TITLE: Information Outreach Staff Captain
SECTION: Administration
DIVISION: Information Outreach
DATE: March 2026

BASIC FUNCTION OF POSITION:

The Information Outreach Division Captain's basic function is to support Information Outreach (IO) and public affairs as the captain overseeing critical and time sensitive internal and external information, municipal events, and fire department promotional activities. Additional key supervision responsibilities are to oversee that accurate information is disseminated to the public in a timely manner. This includes providing information about emergency incidents, safety tips, and other relevant information. The IO Captain also plays a critical role in managing the department's overall reputation by addressing concerns and complaints from the public and supporting the Director of Communications overall decisions and direction. The IO Captain must possess a proven record of critical thinking, personnel management and more importantly management in a stress filled atmosphere due to the possible demands placed upon the organization during critical information management times.

SUPERVISION RECEIVED:

This position works under the direct supervision of the Director of Communications.

SUPERVISION EXERCISED:

Directly supervises UFA's Public Information Officers, and additional assigned sworn staff such as light duty, summer help and part-time medical staff during community events. Indirectly supervises activities related to information outreach event support personnel and those events that support agency promotional activities.

PRINCIPAL RESPONSIBILITIES:

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

- Proven abilities and qualities to effectively guide, motivate, and influence direct reports and other support personnel towards goals of information outreach.
- Participates as a member of the Information Outreach Division leadership team, working to develop long and short-term goals and establish plans for the overall success of messaging and representation of the Unified Fire Authority.
- Provides leadership and direction to information outreach direct reports, enabling them to be successful in their assigned role, team building exercises, and personnel development. This may also be accomplished by mentoring, coaching, counseling, performance appraisals, and discipline.

- Works closely with Command Staff, Fire Training Division Chief and the Operations Chief to assist in managing UFA and UFA service area event specific calendar.
- Develop and maintain information outreach process and procedures using proven industry best practices.
- Ensure UFA's community events are properly staffed and managed.
- Maintain constant coordination with Director of Communications in supporting and managing division including, following, and supporting the chain of command within division.
- Support and assist with on-call activities when needed.
- Facilitate approval of written releases, correspondence and presentations representing the Unified Fire Authority.
- Supervise the support of 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.
- Function as backup for the Director of Communications in their absence.
- Performs other duties of a similar nature or level.

TYPICAL DECISIONS:

Incumbents typically set their own priorities within assigned programs or projects, while relying on demonstrated experience and in-depth knowledge of agency, local and federal public information, event information outreach, project management. Following UFA policies and procedures and customary public information practices. Decisions may have significant impact on the Unified Fire Authority, the division, and individual employees that may reflect negatively on the overall organization. Decisions often involve confidential information and require significant knowledge, analysis and thought.

Examples include:

- Appropriate decisions regarding accurate dissemination of public information related to events or the appearance of UFA activities and/or its employees.
- Conceptualizing, launching and successfully delivering multiple projects on time and within budget.
- Uses knowledge of pertinent rules, policies, and procedures in the organization to perform tasks which may require multiple sources and in-depth research to complete.
- Determining appropriate levels of staffing for community events.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- UFA Policies and Procedures related to the delivery of information or operating programs within the IO Division.
- Current industry best practices and principles in the delivering of accurate and timely information.
- Project management techniques.

- Local, State and Federal Public Information and External Affair process and procedures.
- Intergovernmental issues.

Skills (or Skill In):

- Effective written and verbal communication skills
- Demonstrated competence in critical thinking, decision-making and resolving of complex issues or crises in a positive manner.
- Leading, coaching and mentoring direct reports as well as support personnel within division.
- Motivating, communicating with, direct reports and others, using both technical and non-technical language to explain complex subjects and processes.
- Utilizing public relations techniques in supporting the DOC in responding to inquiries and complaints.

Ability to:

- Assist in planning, organizing, and conducting quality city/township/UFA events and programs using direct reports and other support personnel.
- Meet and follow through with time schedules and deadlines established by the Director of Communications.
- Perform effectively as a member of the Information Outreach Division and attain measurable results with limited direct supervision.
- Develop positive working relationships and partnerships with UFA staff, community stakeholders and elected officials.
- Work effectively in complex situations that are external to the UFA with people who have varied interests and agendas.
- Develop messaging to enhance the UFA's image and reputation.
- Communicate effectively and maintain good working relationships with a wide diversity of people, ability, culture, ethnic, and socioeconomic backgrounds.

MINIMUM EXPERIENCE AND QUALIFICATIONS:

- Valid Driver's License and EMT, AEMT, or Paramedic Licensure
- Currently serving as a UFA Firefighter Specialist (any specialty), UFA Staff Captain or UFA Captain
- Seven (7) years in a UFA firefighter position, with two (2) of those as a UFA Specialist, with an associate degree (or higher)
OR
- Eleven (11) years in a UFA firefighter position, with two (2) of those as a UFA Specialist, without an associate degree
- Utah Fire and Rescue Academy (UFRA) NFPA Fire Inspector I or UFRA Company Officer Inspector Certification, or acceptable equivalents
- UFRA NFPA Instructor I Certification, or acceptable equivalent
- UFRA NFPA Fire Officer I Certification, or acceptable equivalent
- Familiarity with and history of working UFA Community events

- National Incident Management System (NIMS) compliant ICS 300 Intermediate ICS for Expanding Incidents or NWCG I-300 (within one year of selection)
- Successful completion of the following is required after selection and when available:
 - IS-29 PIO Awareness Course
 - IS-203
 - L-952
 - E0105
 - NWCG PIOT or PIO3 or All-hazards PIO task book initiation/completion
 - Part 107 UAS License (drone usage)

DESIRABLE QUALIFICATIONS:

- Understanding of social media platforms and knowledge of best practices
- Trailer towing/backing experience

WORKING ENVIRONMENT:

Work is performed in a general office environment during routine office hours; however, accommodations can be made for some remote work.

To perform the job successfully, an individual must be able to perform each of the essential job functions satisfactorily. This position involves periods of sitting and the use of computer equipment. 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 English; cognitive thinking and mathematical calculation capabilities; manual dexterity to manipulate standard office equipment, papers, files, and records. This position requires driving and the ability to lift and carry equipment weighing up to 45 pounds.

The individual must frequently use the arms, hands, and fingers to feel or reach. The sensory requirements for this position include vision, hearing, and touch, and the incumbents will be exposed to high heat, noise, and stress. The employee in this position must frequently exercise good judgment and be able to work with minimal supervision. This position requires above-average physical condition with the ability to lift up to 50 pounds frequently and over 100 pounds on rare occasions.

The position requires wearing protective equipment (when working shifts in operations or in an IDLH environment), including self-contained breathing apparatus (SCBA). Individuals will occasionally be subject to work near moving mechanical equipment, heights, wet and humid conditions, smoke, fumes, airborne particulates, and caustic chemicals and be at risk of electrical shock and vibration.

Reasonable accommodations may be made to enable individuals with disabilities to

perform the essential functions.

Classified as FLSA Non-exempt and eligible for overtime

Position is eligible for stand-by pay (Approved annually through UFA Budget) in accordance with UFA Policy and Procedure, Standby Leave/Pay

Position is considered a Category A under the Staff Vehicle Assignment and Use Policy

Position is considered a Category A under the Mobile Phones Policy