



# Sonoma County Fire District Invites applications for *Community Outreach Specialist (non-sworn)* Annual Salary Range: \$54,080 – \$59,633

## The Community



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. Not surprisingly, Sonoma County was recently ranked as one of the top 100 metropolitan places to live. With award winning wineries, miles of hiking trails, towering redwoods, the pacific coastline, Sonoma County is a hub of activity and an ideal place to live and work. Over 25,000 businesses, both large and small, call Sonoma County home. Having some of the most

affordable housing costs and a more competitive cost-of-doing-business compared to the rest of the San Francisco Bay Area, it's no surprise business are discovering Sonoma County.



## The District

Beginning several years ago, our district started the journey of annexation (merging) several agencies into one with the singular goal of increasing overall services to our communities. Today, we serve the Town of Windsor, Larkfield, Wikiup, Mark West, Mountain Home area, Middle Rincon Valley, Bennett Valley, Bellevue, The Graton Casino, Fulton, Russian River / Guerneville, and the surrounding unincorporated areas. As a newly formed agency, we have the rich history of great agencies with a new history in the making.

The Sonoma County Fire District is seen as a leader in the fire-EMS industry. We have 65 suppression staff,

We believe in providing the highest level of professionalism to our communities; therefore, we will remain committed to honesty and integrity.

We believe in a positive and professional work environment; therefore, we will treat everyone with respect and honesty.

We believe in the importance of flexibility and adaptability; therefore, we will welcome growth and change.

We believe that honesty is essential; therefore, we will be transparent in every aspect of service.

We believe being compassionate is essential; therefore, we will treat everyone with kindness.

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13 apprentice firefighters, 40 volunteers. The administration includes a Fire Chief, two Deputy Chiefs, three shift Battalion Chiefs, two Division Chiefs (Training and Fire Marshal), a Deputy Fire Marshal, a Fire Inspector, a finance division and administrative support. The district is in excess of 195 square miles and a population of more than 79,000 people.

The men and women of the Sonoma County Fire District serve our communities with pride, integrity, and an unwavering commitment to excellence. Customer care and community involvement is our culture. "We have it all" when it comes to diversity of response area including a municipal airport, commuter rail, large wineries, a large rural area, several world-wide known businesses, a large wildlife preserve, and one of the state's largest casino. The Russian River runs along the district, surrounded by large wineries, farmland, and open space. There are no routine calls for service in our district. In addition to modern fleet of Type I and III Fire Engines, our district has a ladder truck, rescue, an ALS ambulance, boats, jet skis, an OES USAR engine and water tenders. We also have a FEMA certified USAR "live find" K-9 and handler who along with several other members are part of USAR Task Force 4. We have 9 stations. We are a special district managed by a 7-member board of directors.

## The Position

### **Under supervision and direction of Fire Marshal, the Public Outreach Specialist will:**

- Research, develop, plan and coordinate activities of community outreach programs and projects
- Provide information and referrals regarding departmental activities and services and resources available through the District or in the community
- Promote the District's Vision, Mission, and Guiding Principles
- Develop and prepare written informational materials and presentations in a variety of formats
- Attend community meetings and serve on committees or boards as a District representative
- Coordinate and facilitate small to large group meetings
- Organize special events, dedications, and major community involvement days
- Facilitate communications 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 relationships
- Enhance community outreach and education through electronic communication and social media development and management
- Prepare public service announcements and work with news media on educational campaigns
- 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 Town, City and County department staff on small to large scale projects
- Attend workshops and training to obtain current information relevant to departmental activities
- Attend evening and occasional weekend meetings

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## **Fire District Additional Duties:**

- Plan, develop and implement fire prevention, safety, and emergency preparedness programs
- Assist with 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 to contemporary issues facing communities
- Respond to questions and fire and life safety needs of the community
- Serve as an Emergency Services Worker during emergencies and disasters in an Emergency Operations Center environment

*The work schedule will vary according to the needs of the Prevention Division. Attendance at evening and weekend community events is required.*

### **The Ideal Candidate Will Have the Ability to:**

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 program and activities. Public safety experience and grant writing/management is a plus. Bilingual English/Spanish skills are highly desirable.

### **Knowledge of:**

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; 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; needs assessment methods; English usage, grammar, vocabulary, and spelling.

The ability to communicate clearly and concisely, orally and in writing; effectively plan, direct, manage, and coordinate projects; provide clear direction to others; properly interpret and make decisions in accordance with laws, regulations and policies; demonstrate initiative and resourcefulness; exercise independent judgment and work with minimal supervision; effectively sustain frequent contact with a wide variety of people; gather and analyze data; analyze situations accurately and recommend an effective 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; 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.

### **Minimum Qualifications:**

**Experience:** Sufficient experience performing community contact duties intended to establish or promote an effective working relationship between community representatives or groups and local

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government or service agencies; experience which includes identifying and resolving problems encountered by either individuals or a community group is desirable.

**Education:** The completion of high school. Courses in sociology, psychology, marketing, communication, emergency management, environmental studies or other closely related fields from an accredited college or university is highly desirable. Bilingual capability in English-Spanish is highly desirable.

**License:** This classification requires 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. In order to drive, individuals must be physically capable of operating the vehicles safely and must possess a valid, Class C, California driver license.

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

## Application and Selection Process

### Application packet must include the following:

- Cover letter
- Signed employment application
- Résumé
- DMV printout (past 12 months)

Complete application packet can be mailed or emailed to Sonoma County Fire District, PO Box 530, Windsor, CA 95492-0530, to Kathy Washington, [kwashington@sonomacountyfd.org](mailto:kwashington@sonomacountyfd.org) **The packet must be received by 12:00 pm on March 17, 2021.**

Applications will be reviewed, and qualified candidates will be invited to participate in an assessment center to begin on March 29, 2021. The assessment center will include:

- Oral board
- Teaching demonstrations

### 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

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## Compensation and Benefits

- Annual salary: \$54,080 - \$59,633
- CalPERS retirement:
  - Classic CalPERS members: 2.7% at 55, employee pays 8% employee contribution
  - PEPRA CalPERS 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
- Paid administrative, vacation, holiday, and sick leave
- Supplemental insurance and AFLAC benefits available, paid by employee

## Questions

If you have any questions, feel free to contact our Human Resources at (707) 838-1170 or [kwashington@sonomacountyfd.org](mailto:kwashington@sonomacountyfd.org) or our website at [sonomacountyfd.org](http://sonomacountyfd.org)

*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.*

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