



## Public Affairs Manager Fire Department



**The first review of applications:  
12 Noon, April 8, 2019**

**This position will be open until filled.  
Interested candidates are encouraged to apply immediately!**



## THE CITY OF FREMONT

Fremont is a well-managed and innovative city, and has recently generated national attention by ranking second on the “Best Run City in America” list by 24/7 Wall Street, and America’s third “Sharpest, Smartest City” by Reader’s Digest. Located in the heart of the Bay Area and Silicon Valley, Fremont prides itself on innovation, green technology, a low crime rate, great schools, a low unemployment rate, quality parks and nearby open space, and an incredibly diverse population of over 235,439 residents. As a full service city, Fremont employs over 937 regular employees and has a General Fund budget of \$205.7 million for the 2018-19 fiscal year.

Fremont is an employer that values its people, creativity, quality service, integrity, open communication, collaboration, mutual respect, and diversity. Employees find their work challenging, yet rewarding, and most importantly, enjoy the chance to make a difference through public service.

## THE FIRE DEPARTMENT

The Fire Department is responsible for providing the rapid delivery of fire, medical, rescue, and life safety emergency services within Fremont. Emergency services are delivered through 13 in-service fire companies from 11 strategically located fire stations in the City. Our mission is to prevent and minimize the loss of life and property threatened by the hazards of fire, medical and rescue emergencies, hazardous materials incidents, and disaster situations within the community.

Under the direction of the Fire Chief, the Fire Public Affairs Manager position manages the Department’s community engagement activities, which include a variety of public education and outreach programs as well as all public relations and communications activities. This position acts as the Department’s public information officer and is the primary contact for information by the public and media.



## WE'RE LOOKING FOR SOMEONE WHO IS

- ♦ Creative and energetic with excellent organization, communication, relationship building and project management skills.
- ♦ Flexible and able to work in a fast-paced environment with competing requirements, and changes in priorities and deadlines.
- ♦ Analytical and data driven who understands local government, community engagement and fire safety.
- ♦ An excellent writer and communicator.
- ♦ A social media expert.
- ♦ Able to work collaboratively with City staff, outside agencies, non-profits, businesses, residents and members of the media.
- ♦ Able to support major incidents, meetings and occasional community events after 5:00 p.m. and on periodic weekends.
- ♦ A forward thinker.



## EXAMPLE OF DUTIES

- ♦ Lead department's in person and online public relations activities.
- ♦ Manage and facilitate Fire Department programs and activities such as Emergency Preparedness Initiatives, Fire Public Education, Recruitment Initiatives, Volunteer Coordination/Outreach, and other special events.
- ♦ Manage the department website and content.
- ♦ Manage contracts and agreements as well as, develop content for digital media platforms, social media, web-sites, press releases, articles and public presentations.
- ♦ Develop the departments marketing and branding strategy. Make appropriate strategy recommendations.
- ♦ Build partnerships with the community and the local non-profits.
- ♦ Research, analyze, monitor and prepare reports, memorandums and recommendations to Command staff.
- ♦ Enhance existing programs and connect with the community.

## THE IDEAL CANDIDATE FOR THIS JOB WILL TYPICALLY HAVE

- ♦ A Bachelor's degree in marketing, journalism, public relations, public administration, or a related field.
- ♦ Five years of increasingly responsible experience in public affairs, public communications and/or public relations, including two years in a lead or supervisory capacity.



### Tentative Recruitment Schedule

First Review of Applications: Noon on April 8, 2019

Oral Board Interviews: Week of April 22 or April 29, 2019

Departmental Interviews: Week of April 29 or May 6, 2019



## COMPENSATION & BENEFITS

The annual salary is \$101,477 - \$136,994 depending on qualifications.

Current benefit features include: CalPERS Retirement Benefit\*

- \* Classic Employees - 2.0% @ 60 benefit, 3 year final average compensation.
- \* New Employees - 2.0% @ 62 benefit, 3 year final average compensation.
- Required PERS contributions vary by plan. All required contributions are tax deferred.
- 2% City contribution to a 401(a) account.
- Cafeteria Benefits Plan for employees/dependents includes up to \$2,230 monthly to purchase medical, dental and vision plans; child care and medical expenses can be paid for with pre-tax dollars.
- A generous leave plan including Management Leave.

A complete benefits summary can be found at Fremont.gov or by using this link: [Benefits Summary](#)

This is a Fremont Association of Management Employees (FAME) represented position with a probationary period of twelve (12) months.

\*Refer to CalPERS web site for complete definitions of Classic and New employees: [www.calpers.ca.gov](http://www.calpers.ca.gov)

## HOW TO JOIN OUR TEAM

To be considered for this position, apply online by submitting a completed **City application, resume and cover letter** through our on line application system: [City Jobs](#) Applications submitted without a resume and/or cover letter may not be considered.

The process may include individual and/or panel interviews, written and/or presentation exercise, fingerprint check, and other related components. Only those candidates who have the best combination of qualifications in relation to the requirements and duties of the position will continue in the selection process. Meeting the minimum qualifications does not guarantee an invitation to participate in the process.

## REASONABLE ACCOMMODATION

Human Resources will make reasonable efforts in the examination process to accommodate persons with disabilities.

Please advise Human Resources of any special needs a minimum of 5 days in advance of the selection process by calling (510) 494-4660.

**The City of Fremont is an Equal Opportunity Employer.**

**19FIR03**

HUMAN RESOURCES DEPARTMENT  
City of Fremont  
3300 Capitol Avenue, Building B



## **Public Affairs Manager—SUPPLEMENTAL QUESTIONNAIRE**

### **GENERAL INFORMATION:**

The completion of this supplemental questionnaire is required for your application to be considered. This supplemental questionnaire will be used to assess your experience as it relates to the position. Your responses will be evaluated and will assist in determining which applicants will receive further consideration in the examination process.

**Your responses must be verifiable with the information on your application.**

### **DIRECTIONS:**

**When you apply online you will be asked to respond to the following questions:**

1. What experience do you have in the following areas (check all that apply and include a brief summary)?
  - ☐ Developing digital media content
  - ☐ Serve as a Public Information Officer with an on camera presence.
  - ☐ Leading large, full scale community engagement projects
  - ☐ Project management
  - ☐ Working in a public safety.
2. How many years of professional experience do you have in a lead role developing digital media content, marketing, developing campaigns and brand management? Describe in detail the content developed, who the audience was, and what medium or platforms were used.
3. Describe your knowledge and experience with digital media design programs and software.
4. Please describe your experience developing community/public relations activities, working with community groups, facilitating meetings and preparing presentations.
6. How many years of professional experience do you have managing and facilitating large scale programs projects and events. Describe in detail scope of work, areas of responsibility, stakeholders, contract management, reporting, etc.
7. This classification requires the ability to travel independently within and outside City limits and possession of a Class C California driver's license. Do you currently possess a valid class C, California driver's license?
  - ☐ Yes
  - ☐ No