

CITY OF RICHARDSON

JOB TITLE:	FIRE COMMUNITY OUTREACH MANAGER	APPROVED:	<i>Baby Raley, HRAD</i>
DEPARTMENT:	Fire	HR TITLE:	HR Assistant Director
CLASS CODE:	1422	EFFECTIVE:	10/04/2026
FLSA:	NON-EXEMPT	CIVIL SERVICE:	YES
STATUS:	FULL-TIME	COMPETITIVE:	YES

JOB SUMMARY

Under general supervision of the Assistant Chief / Fire Marshal, manage and conduct fire and life safety educational programs, community outreach, manage the department's social media content and other related activities.

ESSENTIAL JOB FUNCTIONS

Program Management, Planning and Coordination

- Create and manage social media content focusing on representing the fire department daily activities and fire and life safety educational messages.
- Conduct necessary research to identify our community's risks and associated priorities, goals, objectives, and strategies for public education programs.
- Research and analyze state and national fire and life safety statistics to enhance the department's community outreach efforts.
- Develop and modify programs, to meet the public education needs of our community.
- Work with local businesses, schools, citizen groups and fire crews to deliver fire and life safety programs to various community target groups.
- Provide training, technical advice and education materials for our fire department personnel relating to public education and relations.
- Develop and distribute public education information to our community.
- Assist with the department's press and media releases.
- Respond to questions from our community regarding fire and life safety issues and intervention strategies.
- Prepare and submit grant proposals soliciting funding for fire and life safety initiatives.
- Manage the Citizen Fire Academy.
- Department's Liaison with the Citizen Fire Academy Alumni Association.
- Coordinate the First Offender and Juvenile Fire-setter Program.
- Prepare reports and maintain appropriate documentation regarding Community Outreach and Fire and Life Safety program activities and outcomes.
- Evaluate the effectiveness of the Community Outreach and Fire and Life Safety programs through data collection and analysis that considers current and future trends in the interest of developing programs to address our community risk needs.
- Provide input regarding budgetary needs for community outreach programs.
- Order and maintain all public education material and supplies.

CITY OF RICHARDSON

ESSENTIAL JOB FUNCTIONS, CONTINUED

Administrative, Communication and Professional Responsibilities

- Maintain accurate records and reports for all public education activities.
- Communicate courteously and effectively with the public, officials, and other City employees.
- Read, write, and converse effectively in the English language.
- Write, by hand and electronically, fire education reports, and other miscellaneous forms utilized by the department.
- Display good decision-making abilities.
- Use computer for word processing, report generation, e-mail, data entry, data retrieval, and records.
- Work hours may vary depending on the needs of the department.

OTHER JOB FUNCTIONS

Keep assigned work area and equipment clean and in safe condition. Work in computer room in cold temperatures and with constant noise for extended periods of time. Answer telephones. Operate various types of office equipment.

REQUIRED EDUCATION, DEGREES, CERTIFICATES AND/OR LICENSES

Bachelor's degree in Education, Communications, or related degree, preferred. Shall obtain Fire and Life Safety Educator Certification from the Texas Commission on Fire Protection when assigned. Shall obtain juvenile fire-setter training when assigned. Must possess a valid State of Texas Driver's License.

EXPERIENCE, TRAINING, KNOWLEDGE, AND SKILLS

Previous experience in outreach, education or customer service is required. Previous fire service outreach preferred. Good verbal and written communication skills. Comfortable speaking to groups and engaging with the public. Skill in photography, video production and editing for social media content. Basic computer skills and advanced social media platform knowledge. Ability to follow instructions, work independently and take initiative when needed. Must be able to read and understand department rules and regulations.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

Sit and/or stand for extended periods of time while performing routine office and administrative duties. Work indoors and outdoors, including in adverse weather conditions, such as extreme cold, heat, heights, temperature swings, and noise. Walk, carry, climb, kneel, sit, squat, and/or stand for extended periods of time. Some extended hours and schedule adjustments are occasionally required.