Publicity Officer

Purpose of the Position

The Brigade Publicity Officer is part of a Brigade's Executive team. This position is primarily responsible for ensuring that the brigade receives the widest possible positive media coverage and the public is kept educated about the role and activities of the Brigade and the RFS in general.

Key Selection Criteria:

- Must be at least 18 years of age
- Must have undergone a Criminal History Check
- Must be a member of the NSW Rural Fire Service;
- Must have sufficient knowledge of the NSW RFS, the brigade structure and relevant service standards in order to correctly address or direct enquiries
- Must be willing to support and uphold the NSW RFS values of;
  - Support, Friendship, Camaraderie;
  - Community and Environment;
  - One Team, Many Players, One Purpose;
  - Adaptability and Resourcefulness; Knowledge and Learning;
  - Mutual Respect; Integrity and Trust.

Key Attributes:

- Positive Community minded having or able to acquire good standing in the community
- Have, an understanding of the role of the rural firefighter, rural fire brigade and the application process for joining a brigade.
- Able to work autonomously as well as with other people as a part of a team.
- Able to comfortably deliver RFS community education programs to a diverse audience.
- Able to liaise with members of the public, private sector organisations and community groups.
- Must have the personality and ability to maintain close contact with representatives of all local media.
- Should have a good knowledge of the workings of various elements of the media including television, radio and newspaper, and internet technologies
- Have the presentation skills present the brigade in the best possible light
- Willingness to develop a positive culture in the brigade and the brigade area
- Good listener and effective communicator
- Good management skills

- Well organised and the ability to prioritise
- Confident with good leadership skills
- Able to achieve and report on results

Duties:

- Comply with relevant RFS policies, procedures and legislation including Code of Conduct and Workplace Health and Safety
- Draft and issue press releases about brigade activities and issues
- Develop and implement a public relations program (strategies and campaign) which enhances and maintains the public image of the brigade
- Produce, or co-ordinate the production of, news articles for local newspapers (such as the Sutton Chatter)
- Co-ordinate and assist in the publication of Brigade newsletters and reports
- Act as a liaison officer for media at all events
- Be familiar with all local media personnel.
- Speaking publicly at interviews, press conferences and presentations
- Maintain a social media presence dealing with enquiries from the public, the press and related organisations
- Organising and attending promotional events such as press conferences, open days, exhibitions tours and visits
- Report to the Executive at meetings on the activities associated with this Role including promotional opportunities and current or campaign progress
- Prepare a submission for the annual report
- Arrange Printing and distribution of the annual report
- Undertake such training as reasonably necessary to fulfil the above functions
- Provide information to their community during and after an incident.
- Provide bushfire and fire safety education
- Support RFS volunteers in the delivery of all hazards education and messaging.
- Assist in the development and implementation of Bushfire Action Plans
- Where applicable work as a member of an Incident Management Team