



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: COMMUNITY SAFETY EDUCATION SPECIALIST

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0040

PAY RANGE CODE: 9.1 MC REVISION DATE: 5/25/16

NATURE OF WORK:

This is professional work in the Fire Prevention Division of the Omaha Fire Department. Responsibilities include overseeing, presenting, researching, developing and coordinating all community fire prevention safety education program initiatives, as well as communicating these initiatives to the public using social media. Work is performed under general supervision received from an assigned supervisor.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Presents fire prevention programs, workshops, and seminars to Neighborhood and Business Watches, Neighborhood Associations, and other interested groups.

Develops, researches and coordinates the delivery of all fire prevention community safety education programs and education materials.

Uses social media to inform the public of events and safety education program initiatives.

Works as a liaison to develop partnerships with community groups, professional groups, agencies, the media and other related organizations to promote community safety and identify unsafe trends.

Creates and implements social media strategies, presentations, and media promotions and campaigns.

Assists with the creation and implementation of fire prevention programs, presentations, newsletters, and media promotions/campaigns.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Knowledge of and ability to effectively navigate social media networks and websites including but not limited to Facebook, Twitter, YouTube, Flickr, Instagram, Wikis and blogs.

Ability to learn and adapt to advances in computer, mobile and electronic device technology and software.

Ability to monitor effective benchmarks (best practices) for measuring the impact of social media campaigns, and to analyze, review and report on effectiveness of campaigns in an effort to maximize results.

Ability to create and implement social media strategies.

Ability to plan and coordinate meetings.

Ability to effectively communicate in person and in writing, with members of citizens' groups, Omaha Fire Department personnel, and representatives of public and private agencies.

Ability to conduct research and compile social media data and statistics and to analyze them to gain information and strategies for social media programs.

Ability to understand written or oral instructions.

Ability to adhere to safety policies, procedures and guidelines.

Ability to move objects weighing up to twenty (20) pounds 0 - 33% of the time, and objects up to ten (10) pounds 34 - 66% of the time.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Public Relations, Journalism, Marketing, or any related field

AND

One year of experience in communications using social media platforms, making presentations, organizing meetings, developing programs and promotions, engaging in problem solving activities and general office work.

OR

An equivalent combination of education and/or experience.

SPECIAL REQUIREMENTS:

May be required to work varying evenings, nights, and weekends.

Must be able to transport oneself or coordinate transportation to work sites throughout the City during the course of the work day.

The ability to speak fluent Spanish is highly desirable.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer and Electronic devices

Telephone

Fax machine

Copier

Audio visual equipment

Previous Revision Date(s): 6/18/2015