

STANDARD OPERATING PROCEDURE

Collateral - Public Information Officer



Department: Operations

SOP#130.5

Applicable to: All Staff

Effective Date: 1 July 2020

2 Pages

Authority: Chief Of Operations

Applicable CAAS Standard:

Revised Effective Date: 25Nov20

Purpose:

The purpose of this Standard Operating Guideline (SOG) is to outline the position of Brighton Volunteer Ambulance (BVA) regarding the collateral responsibility of the Public Information Officer (PIO).

Content:

Position Title: Public Information Officer

Supervised By: Chief

Supervises: None

Status: Hourly Employee

Schedule: As needed within scheduled hours. Subject to callback

Summary Description:

The Public Information Officer is accountable to accurately portray the professionalism and culture of BVA, while offering an insider's view of the multiple paths a new generation can follow to serve their community. This includes planning, organizing, and coordinating the Social Media and Conventional Media presence and exposure. This includes regular posting and creation of material on the web through social media, as well as an aggressive traditional media program. Maintenance of records and activities, and recommending updates or revisions to such programs is a key tenet of the role. The position will work to support the marketing and website efforts of the agency as well.

Job Magnitude:

Department Staff: 0

Department Budget: As assigned (Variable)

Structure:

The Public Information Officer is a collateral duty position, to be filled by an Operations Supervisor, Lieutenant or higher. Work time is split between road, supervisory, and PIO responsibilities. This individual is accountable to the Chief of the Agency in areas regarding the scheduling, planning, and activities involved with Public Information initiatives and responsibilities. The PIO will have a keen awareness of promoting the marketing and recruitment program in areas where the manager of those programs requires assistance/added exposure.

Essential Functions:

- Copywrite & Marketing Preparation for agency programs and services with integration to web platforms
- Support the implementation of agency recruitment plans, with monthly recruitment sessions

This document supersedes any documents on the topic dated prior to the effective date noted above.

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- Develop and maintain relationships with community partners for future Business to Business development
- Develop, foster, grow new outreach efforts and opportunities, manage community health gap analysis to direct future agency outreach and offerings
- Develop programs specific to the adolescent and geriatric populations to increase recruitment opportunities as well as market saturation
- Act as agency Public Information Officer, subject to recall for incidents upon request
- As PIO, will produce and maintain an aggressive social media campaign across all pertinent platforms, and will produce and edit video content featuring BVA programs, personnel, and advertisements.
- Support the attendance and promotion (tabling) of the agency at Markets, Crowd events, and BP clinics to maximize the community exposure, while conducting community education.
- Conduct interviews as needed with print and broadcast media, and assist media personnel in coverage of the agency, including at incident scenes when applicable, and produce media releases in conjunction with the planning and promotion of news conferences and corporate events.
- Other duties as assigned.

Physical Environment and Working Conditions

The Public Information Officers work is performed in an office, station, in vehicle's, occasionally in varying weather conditions mostly during daytime hours. Work may be performed in stressful situations. Constant demands include sitting, talking, hearing, and a negligible amount of force to move objects. The position will frequently sit, stand, walk, stoop, kneel, reach, lift, grasp, perform repetitive hand, arm, and finger motion, exerting up to 10 pounds of force, and use hand-eye coordination to operate computers and office equipment.

Qualifications

High School Diploma or GED

Minimum five (5) years experience in EMS experience

Experience in Operations Management

Excellent media, graphic, editing, and planning skill and great knowledge of English grammar and usage; record keeping ability; working knowledge of word processing and other computer applications; ability to prioritize workload; ability to proofread for spelling and grammar; good judgment in handling confidential material; have a high level of attention to detail; and anticipate needs.

The Chief, on the recommendation of Senior Staff, reserves the right to waive any of the minimum qualifications set forth above and consider any other qualifications or combination of qualifications that, in the Chief's opinion, will serve as an adequate substitute for those minimum qualifications.

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