



SNOHOMISH REGIONAL FIRE & RESCUE



Public Information & Education Officer Position Announcement Job #2026-12

OPENING DATE:	Monday, October 19, 2026
CLOSING DATE:	Sunday, November 8, 2026, 11:59pm (PDT)
EMPLOYMENT TYPE:	Regular, Full-Time, Non-Exempt
BASE SALARY:	\$98,352 - \$122,928/yr. DOE & an excellent benefits package
WORK LOCATION:	Administration Building- Monroe, WA
BARGAINING UNIT:	Teamsters Union Local No. 38

Snohomish Regional Fire & Rescue is seeking a Public Information & Education Officer (PIEO) to help shape how we communicate, educate, and connect with the community we serve. This dynamic role combines emergency public information, media relations, public education, community engagement, digital communications, and multimedia storytelling to promote fire and life safety, strengthen community partnerships, and ensure the District's message is timely, accurate, and engaging.

MAJOR FUNCTIONS AND PURPOSE:

This position reports to the Deputy Chief or designee. Working as part of the Community Relations team, this position is assigned an area of focus by the Deputy Chief or designee being either public information or public education. Under the direction of the Deputy Chief, this position provides District sections, divisions, and groups with internal and external marketing and communications support. It manages District branding and messaging. The position provides support to the Fire Chief, Board of Commissioners, and senior/executive staff, and supports District relationships with the media to ensure quality and accurate dissemination of information. The position manages and is responsible for the day-to-day operations of District communications initiatives and the Public Education Program. Primary functions include serving as the District's Public Information Officer and/or Public Education Officer, coordinating and organizing District communications and public events.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Act as District's Public Information Officer for all external and emergency communications.
- Collaboratively establish media communications during an emergency incident and provide appropriate communications regarding incident(s).
- Develop, coordinate, and administer effective and proactive public information and public education programs for the District (e.g. communication strategies, media relations, community safety events, fire and life safety, first aid & CPR classes, etc.).
- Recommend and execute approved internal and external communication plans and strategies for various District campaigns and key legislative issues.
- Provide proactive media and community relations, through the writing, reviewing and editing of various communications (e.g. news releases, media advisories, newsletters, emails, articles, postings, publications, scripts, etc.).
- Coordinate District's use of third-party communication websites and social media sites.
- Develop policy and procedure pertaining to position (e.g. communications, social media, crisis communications, etc.).



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SPECIFIC DUTIES AND RESPONSIBILITIES (CONT):

- Build and foster long-term working relationships with external organizations, businesses and/or agencies to further the District's goals and interests (e.g. media, citizens, schools, community organizations, fire and life safety partnerships, other municipal, county, regional, and state public information offices, etc.).
- Coordinate the preparation of and review all District marketing materials, including but not limited to, brochures, pamphlets and fliers (work may include and/or oversee the writing, editing, coordinating development of copy and data, proofreading, coordinating images, printing proof approvals, etc.).
- Research, write, and participate in the development of and approval of content for various multimedia productions (e.g. video projects, slide shows, internet, website, social media, etc.).
- Develop and coordinate special events and special media events including news briefings, press tours, and formal events (e.g. open houses, employee recognition, festivals and events, etc.).
- Develop and implement program curriculum that is specific and age appropriate for the applicable audience(s) and supports the District's vision/mission and current community risk assessment.
- Schedule and recruit personnel for various public information and education events and review curriculum/communication strategy to ensure delivery of event messaging is consistent and accurate.
- Identify, select and maintain an inventory of marketing supplies/swag for special events.
- Act as the point of contact for all special events for internal personnel and external vendors/participants.
- Identify sources, create and participate in collaborative partnerships to provide proactive fire and life safety education.
- Coordinates public relations activities for District commissioners and District personnel as required.

REQUISITE KNOWLEDGE, SKILLS, AND ABILITIES:

- Operations, services and activities of a public information or communications program.
- Techniques and practices of creating, organizing and coordinating programs, activities and special events.
- Thorough knowledge of contemporary public education methods, media relations procedures and techniques, dealing with all levels of society, and a thorough knowledge of fire service operations and services.
- Demonstrated leadership capability and promotion of respect and loyalty within the "chain of command" system.
- Promote co-worker and public trust.
- Demonstrate quick and sound decision-making skills.
- Communicate effectively both verbally and in writing to varying audiences.
- Ability to interpret organizational culture, climate and/or politics.
- Promote District accomplishments and activities positively and proactively.
- Develop and administer public information and education programs.
- Create, deliver and support District curriculum that is specific to audience age/level.
- Recommend and implement goals and objectives of assigned programs.
- Ability to present materials promoting District activities to diverse communities and groups.
- Serve as public information liaison with the news media, public and other government agencies.
- Work without direct supervision, exercising independent judgment and personal initiative.
- Retain presence of mind, maintain and project a calm, informational and persuasive demeanor, in stressful or emergent situations.



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REQUISITE KNOWLEDGE, SKILLS, AND ABILITIES (CONT):

- Respond to requests and inquiries from the general public.
- Write, edit and format newsletters and articles.
- Work in a team-based environment to achieve common goals.
- Coordinate multiple projects and complex tasks simultaneously.
- Communicate clearly and concisely, both verbally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Remain flexible and make sudden scheduling changes based on urgent needs.

PHYSICAL ABILITIES AND WORKING CONDITIONS:

- Work is performed indoors and outdoors and requires driving between various work and community locations as well as emergency incident scenes. Incumbent must be capable of responding to emergency incidents and able to adjust to non-traditional work hours based on organizational need.
- Indoor work takes place in a typical office setting and consists of computer work, teaching education classes/curriculum and other events with the public. Work may require sitting and/or standing for long periods of time.
- Outdoor work consists of field work that can expose the employee to inclement weather and potential hazards (e.g., potentially toxic gases, fumes, infectious diseases, risks of physical hazards from mechanical and electrical equipment, working from heights, potential exposure to noise, chemicals, paints, pesticides, etc.).
- Must be able to lift 40 pounds and move items, climb, bend, twist, stoop, kneel and reach for extended periods of time. Ability to maneuver on uneven terrain and work in uncomfortable, confined and/or other undesirable conditions (emergency scenes).
- Requires manual dexterity, hearing, and visual acuity.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree from an accredited college or university with major coursework in public relations, journalism, communication, education, or a related field.
- Three (3) years of increasingly responsible experience in marketing, public relations, journalism, communications, education, or a related field.
- Any combination of education and experience that provides the desired knowledge, skills and abilities to perform the essential duties of the position.
- Valid Washington State driver's license.

PREFERRED/REQUIRED AFTER HIRE:

- Emergency Vehicle Incident Prevention Program.
- NIMS / ICS 100, 200, 300, 700, 800.
- IFSAC or ProBoard Fire & Life Safety Educator.
- Other related certifications / qualifications as needed to successfully fulfil the requirements of the position and fire and life safety programs offered by the District.

PREFERRED QUALIFICATION:

- Multi-media experience, including experience both in front of and behind the camera, with the ability to develop, produce, and/or present multimedia content for fire and life safety education, public outreach, or organizational communications.



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TENTATIVE RECRUITMENT TIMELINE:

The following dates are tentative and subject to change based on the needs of the recruitment process:

- First-Round Interviews/Phone Screenings: Week of November 9th and 16th
- Second-Round Interviews and/or Assessment Center: Week of November 16th, 2026
- Chiefs' (final) Interviews: Week of November 30, 2026
- Conditional Offer Issued: Week of November 30th, 2026
- Background Investigation: December 1–December 31, 2026
- Target Start Date: January 18, 2027

APPLICATION PROCESS & SELECTION PROCEDURES:

- Complete and submit a Snohomish Regional Fire & Rescue employment application at <https://www.governmentjobs.com/careers/srfr/>. And attach the following to your application:
 - Resume
 - Letter of Intent outlining your interest in the position and the skills, qualifications, and experience you would bring to the role.
 - Work Samples demonstrating your experience with film/video editing, social media content, interviews, publications, or visual/print media developed on behalf of an agency or organization.
 - Training or Educational Sample such as an infographic, lesson plan, training presentation, or other instructional material you created or were responsible for developing.

All required application materials must be received by the closing date and time identified at the top of this announcement.

SRFR participates in Washington State veterans' preference requirements in accordance with RCW 41.04.010. Eligible veterans and qualifying uniformed service members may receive preference in competitive examinations as provided by law. Applicants who wish to claim veterans' preference must provide the required documentation upon request.

It is the policy of SRFR to afford equal opportunity to all employees and applicants for employment regardless of veteran status, race, religion, gender, sexual orientation, age, national origin, disability, nor any other protected class. Upon request SRFR provides reasonable accommodation to all applicants who require such accommodation to apply for the position or to perform the essential functions of the job. The District also promotes a drug-free and smoke-free workplace.