

Position: Recruitment/Retention/Marketing Coordinator

Subject: To describe a career position of the District

Original Date: 10/2024

Revision Date:

General Statement of Duties:

Under the direction of the Fire Chief is responsible for recruitment and retention of volunteers, for Stayton, Sublimity and Aumsville Fire Districts: develops and implements recruitment and retention programs, care and maintenance of specific equipment and materials associated with volunteer recruitment and retention. Develop and implement a marketing strategy for promoting volunteers and the fire districts in our communities. Assist with special district and volunteer projects and duties as assigned.

Supervision Received:

Works under the direction of the Fire Chief who will assure tasks are completed and who reviews performance for conformity with district rules, procedures, and policies.

Supervision Exercised:

Supervision is not a routine function of this position.

Essential Job Functions: Includes but not limited to the following...

1. Develops, implements, and maintains recruitment and retention programs, materials, equipment, and displays. Monitors program success and failures, research new programs, and monitors development of new recruits.
2. Schedules activities at community events, conducts station tours, and public presentations, develops public relations with the media as well as new partnerships with local businesses, schools, civic organizations and other community groups.
3. Manages the SAFER Act Recruitment and Retention Grant, grant funds, purchases, and reporting requirements.
4. Attends conferences, specialized schools, seminars, and other training functions to stay abreast of new developments in recruitment and retention of volunteers.
5. Provides support to volunteer and district functions.
6. Prepares records, reports, and other documentation to accurately record fire department activities including recruiting and retention program successes and failures and exit interviews. May also be responsible for preparing or maintaining other records, many on computer.

7. Performs special projects, presentations or programs as assigned, which may include project management functions.
8. Keeps work area clean and orderly.
9. Conducts all dealings with the public in a manner to reflect credit on the districts.
10. Responsible for maintaining and scheduling the portable electronic reader boards.
11. Develop and implement a marketing strategy.
12. Performs other duties as assigned by the Fire Chief.

SPECIFICATIONS:

Job Requirements:

- Graduation from high school or equivalent GED certificate is required.
- Two years' experience in a volunteer organization.
- Proficient in social media applications

Preference:

- Associate or Bachelor's Degree
- Public speaking training/experience
- Marketing background

Must be in excellent health and free from any medical or physical conditions that would prevent the performance of essential job functions. Pass a background investigation and drug testing prior to hiring. Must possess basic computer skills. Must have a valid driver's license at time of appointment and must maintain valid Oregon driver's license throughout employment in this classification.

Communications:

A person in this position must exhibit positive, effective internal and external oral and written communication skills. Build and maintain relationships outside the organization to include, but not limited to, other fire service agencies and organizations, the media, local businesses, schools, civic organizations, and other community groups.

The appointee will be assigned a flexible 40-hour workweek, which will include evenings and weekends as needed.

Essentials:

Ability to communicate effectively verbally and in writing

Energetic, outgoing personality with highly developed people skills

Ability to work well with others, both inside and outside the fire service

Ability to work independently, schedule, and prioritize tasks as well work in a team environment

Must have the ability to work a flexible schedule established for the position

Ability to understand and follow sometimes complex/technical written and oral communications

Ability to solve problems, make quick decisions and sometimes use innovative methods and approaches to situations