

FIRE DEPARTMENT
SANTA CLARA COUNTY

COMMUNITY RISK PROGRAM DIRECTOR

DEFINITION

The Community Risk Program Director is responsible for the day-to-day administration and management of community risk programs and community risk personnel. The Community Risk Program Director plans, organizes and oversees the community education and risk reduction, emergency preparedness, CERT programs. The Community Risk Program Director also supports the wildfire resilience program and/or other related services and activities within the Department.

Work is performed under general direction of the Deputy Chief/Director of Fire Prevention. The community Risk Reduction Program Director may have oversight of the fire prevention staff in the absence of the Deputy Chief/Director of Fire Prevention. The scope of this oversight will include personnel, policy and accountability. This oversight will not include Code or inspection-based escalations.

This classification is a Fair Labor Standards Act exempt position and is a represented position in the Classified Service.

DISTINGUISHING CHARACTERISTICS

This classification is distinguished from the next higher classification of Deputy Chief/Director of Fire Prevention in that the latter has overall responsibility for the Department-wide fire prevention functions, whereas the Community Risk Program Director manages the day-to-day functions of the community risk, CERT and assigned administrative personnel. The Community Risk Program Director is distinguished from the next lower classification of Senior Community Risk Specialist in that the latter is the first-level supervisor for the Community Risk Specialist classification series and has no administrative responsibilities, whereas the Community Risk Program Director acts as the immediate supervisor to the Senior Community Risk Specialist classification.

EXAMPLES OF DUTIES

Duties may include but are not limited to the following:

- Work with the Department's Assistant Fire Marshal and Hazardous Materials Assistant Fire Marshal to accomplish Division goals.
- Evaluate processes, workflows and procedures to identify opportunities to improve efficiency, reduced effort or improve resource utilization. Must be able to successfully manage resulting change and messaging.
- Collaborate with the Department's public information staff to publish Fire Prevention Division news articles, updates; and develop and implement community education and risk reduction media campaigns and ongoing public information outreach.

EXAMPLES OF DUTIES: (continued)

- Manage, direct, and supervise the activities, functions, and programs performed by the Senior Community Risk Specialist, Community Risk Specialist, CERT and assigned administrative personnel as well as ensure that all Department service and contract obligations with the cities/towns are met.
 - Oversee and direct the development, organization, coordination, and implementation of the community education and risk reduction program (e.g. fire safety, injury prevention and emergency preparedness, CERT) including community risk analysis and support of the wildfire protection programs.
 - Oversee community risk, CERT and assigned administrative staff training, career development and mentoring; identify and resolve personnel related issues; provide appropriate feedback and guidance, including employee recognition and progressive discipline as necessary.
 - Support Wildfire Resilience Program goals by managing the creation of mailers and correspondence and to ensure the proper routing of resulting inquiries/requests for annual wildfire inspections as needed. CERRS staff will work in support of the Wildfire Resilience Program Manager and the designated Assistant Fire Marshal who will assign and monitor annual WUI inspections under the oversight of the Deputy Chief/Director of Fire Prevention.
 - Conduct regular team meetings to provide direction, discuss projects, priorities and assignments, track and distribute staff progress and action items.
 - Evaluate the effectiveness and relevancy of the Department's community education and risk reduction, CERT programs and services, identify and implement modifications to achieve quality, standardization, sustainability and operational improvements.
 - Assign and monitor community risk, CERT and assigned personnel projects and assignments and make workload adjustments as appropriate.
 - Identify, develop, review and implement protocols and standard operating procedures to meet established goals.
 - Work closely with the Department's administration and assigned program representatives to conduct comprehensive analyses of Fire Prevention Division functions and services and develop continuous improvement recommendations a part of Department accreditation.
- Assist the Deputy Chief/Director of Fire Prevention with the development of the budget for the Fire Prevention Division.
- Meet with and present to community groups, city/town/County representatives, commissions, councils, boards, and committees to represent the Department's interests and address community safety issues, needs and concerns.
 - Provide expertise to local government and partner agencies and organizations on fire safety, injury prevention, emergency preparedness, wildfire preparedness, community hazards and risk assessments.

EXAMPLES OF DUTIES: (continued)

- Assist Personnel Services in updating job specifications, participate in recruitment and hiring activities for community risk reduction CERT and administrative staff positions as appropriate.
- Review, revise, edit and approve Department community education and risk reduction publications and digital media products; verify accuracy of content, including referenced codes, ordinances, regulations, laws, statistics, technologies and current industry standards and practices.
- Prepare community risk reduction program budget, monitor personnel costs and procurement.
- Develop community risk reduction strategic goals and objectives, write project plans, implement and evaluate outcomes.
- Conduct analytic studies, maintain records, prepare reports and deliver presentations.
- Write policies, procedures, notices and memorandums.
- Attend meetings, trainings and conferences as required.
- Confer with appropriate Department superior officers on personnel concerns, jurisdictional priorities and policy and procedural matters.
- Undertake special projects and duties as assigned.

EMPLOYMENT STANDARDS

Education and Experience: Possession of a bachelor's degree from an accredited college or university in education, communications, public relations, health and human services, business administration or a related field of study. The qualified candidate must possess a minimum of eight (8) years of increasingly responsible experience in community risk reduction program development and management in the public sector or related domain; three (3) years of which must have been performing supervisory duties.

As a condition of employment, an incumbent who has not successfully completed and passed the California State Fire Marshal (CSFM) coursework indicated below will be required to do so within 12 months of employment or when courses become available.

- Fire Marshal 1A: Administration and Professional Development
- Fire Marshal 1B: Community Relations & Fire and Life Safety Education
- Fire Marshal 1D: Community Risk Reduction Program Management

Highly Desirable: Masters Degree in Education, Communications, Public Relations, Health and Human Services, business administration or a related field of study.

Certifications or training related to community risk reduction, domestic preparedness, education, digital media, communication studies and/or public relations.

Knowledge Of:

- Principles of administration and personnel management, including human relations, supervision, and training.
- Principles, practices, and planning strategies of community risk reduction education, including fire safety, injury prevention, emergency preparedness and community wildfire protection.
- Local geography and knowledge of significant fire potentials within identified wildland urban interface areas, water supplies, and access/egress issues.
- Training principles, curriculum development and design, teaching methods and practices related to community outreach and risk reduction programs.
- Communication techniques and technology methods; creative ways to communicate information via written, oral, and visual media.
- Computer software programs including Microsoft Word, PowerPoint, FileMaker Pro and Excel to prepare statistical data, correspondences, written reports, and presentations.
- Applicable local, State, and Federal laws and regulations as they pertain to fire departments and community risk reduction.
- Department policies, rules, regulations and operational procedures.
- Government agencies and community organizations programs, services and resources, particularly those that serve high-risk, vulnerable and underserved populations.

Skill In:

- Supervisory and leadership techniques and methods of motivating staff and others to perform effectively and efficiently.
- Setting achievable goals for self and others and making progress toward accomplishing those goals; analyzing performance data and providing effective feedback to others.
- Research techniques, methods, and procedures for gathering and interpreting information and data.
- Electronic spreadsheets, word processing, and database software.
- Training, influencing and mentoring others.

Ability To:

- Effectively plan, direct, supervise, and evaluate the activities of community risk, CERT and assigned fire administrative personnel.
- Develop, plan, promote coordinate, and implement programs and direct complex projects from concept to fully operational status.

Ability To: (continued)

- Exercise independent judgment, discretion and initiative; formulate administrative policies for the effective use of assigned personnel.
- Advance Department initiatives, implement organizational changes and resolutions to conflict.
- Work in unison with cross-functional teams managing multiple projects, priorities and timelines.
- Collaborate with engaged civic leaders and diverse community groups to advance Department initiatives and achieve mutual goals.
- Lead community strengthening multi-agency, multi-jurisdiction collaborations.
- Maintain current knowledge of fire codes, ordinances and regulations, emerging trends, technologies, statistics, information, recalls, legislation and mandates related to community risk reduction, safety, wellness and preparedness.
- Analyze situations, research information, make observations, seek clarification and make appropriate recommendations.
- Effectively manage personnel, including the maintenance of discipline and performance standards.
- Accurately interpret and explain Department rules, regulations and policies.
- Demonstrate professional discretion in political environments and maintain a calm and professional demeanor in difficult situations.
- Communicate professionally and maintain harmonious working relationships with both individuals and groups contacted in the course of work.
- Prepare clear and concise reports; speak and write effectively.
- Work irregular or protracted hours and respond promptly to call-backs.

Working Conditions/Physical Demands: Requires sitting and standing for extended periods of time, primarily in an office environment; finger dexterity and the ability to grasp objects with the fingers and palm; climb, stoop, crawl, kneel, crouch, push, pull, reach, stand, and walk for periods of time; lift up to 25 pounds.

Required License: Possession of a valid state of California driver's license.

Pre-Employment Requirement: The candidate must complete and pass a Live Scan fingerprinting, background check, and complete a medical examination.