



California Fire Safe Council

OUTREACH AND COMMUNICATIONS COORDINATOR

Proposed salary \$60,000 - \$69,458

(NOTE: 4 steps at 5% increments)

Purpose of Position

The Outreach and Communications Coordinator, with general direction from the Executive Director, and under the direction of the Lead Regional Coordinator, on a statewide basis will promote community wildfire preparedness education to expand and emphasize the inherent threat of wildfire to people living in our wildland-urban interface areas. The establishment of this position underscores the California Fire Safe Council's (CFSC) commitment to the advancement of a strong network of local, regional, state, and national organizations to help the residents of California acquire education, resources, and the tools needed to be better prepared for wildfire.

This position requires written and spoken fluency in Spanish.

This position is structured on a current one-year funding commitment, with a high likelihood of funding for at least three years, and the intention of long-term funding.

Duties:

- Manage organization's website
- Manage organization's social media
- Manage two-way communications with local FSCs and other community wildfire practitioners via MailChimp and other platforms
- Develop public education and information materials, handbooks, presentations, and displays – including contributing to newsletters, media/new media outreach and website content
- Facilitate distribution of educational materials to community-based partners and other interested parties
- Create and implement a community and business outreach plan
- Assist the Regional Coordinators to facilitate organizational capacity building and partnership development to implement high-impact, sustainable projects and initiatives to enhance resiliency in priority watersheds across the state
- Organize, attend, and present at community, business, and neighborhood group meetings regarding our work, its impacts, and intended benefits
- Work with Executive Director and board on creating and utilizing media opportunities
- Oversee and implement public events, meetings, open house information sessions, etc.
- Organize and participate at community outreach activities to educate the broader community about fire hardened homes, ember intrusion, fire exposure, defensible space, and other fire safe, prevention, or resiliency activities and projects
- Respond to public and community inquiries and brief the CFSC Executive Committee and/or Board of Directors on matters of public interest and concern



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- Oversee the maintenance of a community database of FSCs, interested parties, and issues

Qualifications:

- Candidates should have three (3) to five (5) years of experience in community relations, public affairs, or related field.
- Written and oral fluency in Spanish.
- Ability to create engaging displays, public education materials, and presentations
- Excellence using Office 365 and online collaborative tools
- Understanding of basic issues and talking points regarding community wildfire preparedness, or the ability to quickly integrate the same.

Knowledge of: media, communications, social media, online networking; community organizing and volunteer coordination; governmental structures, agencies and policies; the diverse population and cultures within the communities of the state; workshop and training methods, techniques, and tools; general understanding of California wildfire issues preferred but not required

Ability or skill in: online media and communications; creating effective educational materials; facilitating public meetings and other public forums; organizational and planning methodologies; written and oral presentations in public/media forms; building and fostering strong partnerships and interpersonal relationships.

Additional desirable qualifications, include:

- Graphic design
- Successful outreach in vulnerable and/or non-English speaking communities
- Dedication and commitment to the mission and objectives of the CSFC
- Excellent facilitation skills
- Willingness to work occasional evenings and weekends
- Experience within a fire-safe related agency/organization.

To Apply: Please submit a resume and cover letter by November 1st to Michaela Martinez, mmartinez@cafiresafecouncil.org. For more information, call 916-256-4392.