

FIRE RECRUITMENT COORDINATOR

Code No.: 4-18-600
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for coordinating the recruitment and retention of volunteer firefighters for local fire districts. Responsibilities include creating and managing a recruitment and retention program to attract potential volunteer firefighters and assisting with ensuring a positive volunteer experience for the duration of the volunteer experience. Duties involve developing innovative ways of engaging the public in order to connect with potential volunteers. Utilizing various digital media and communication strategies including managing digital communication assets such as a website, social media channels, e-mails, and multi-media presentations to implement effective presentations and digital communication are part of the duties. Duties also involve monitoring the volunteers as they gain more experience and responding to them when questions or issues arise to ensure positive experiences as volunteers. The employee reports directly to, and works under the general supervision of the Secretary or other higher level staff member. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Recruits volunteers from the community that will meet the needs of the fire district;

Coordinates and monitors promotional materials, contents, discussions, and presentations in the recruitment and selection process;

Establishes partnerships in the community to ensure the continuous flow of volunteers;

Updates and enhances the fire district website and social media presence while creating a positive image;

Plans, prepares and chairs monthly meetings with a recruitment committee;

Conducts outreach efforts and marketing strategies to attract volunteers, develops relationships with non-for-profit agencies to increase size of volunteer pool, and contacts agencies and organizations which may be sources of volunteers;

Addresses community groups, service agencies, auxiliaries, and civic organizations, and provides ongoing publicity to promote the fire district, and recruit volunteers;

Keeps track of placements and progress of volunteers;

Makes presentations at small and large events to diverse audiences;

Handles problems and sensitive issues raised during the recruitment and selection process;

Screens applications for accuracy and completeness and schedules interviews;

Projects budgetary requirements for project implementation, monitors activities and expenditures for all recruitment and public relations activities associated with the recruitment and selection process;

Prepares information for public dissemination including developing public service announcements and other related communications.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:
Good knowledge of effective recruitment and retention techniques relating to volunteer firefighters;

good knowledge of effective management of a volunteer program; good knowledge of outreach techniques and practices as they relate to both communication activities and reaching potential volunteer firefighters; good knowledge of website and social media platform management; working knowledge of possible sources of volunteers such as community and social organizations; ability to write reports, gather and analyze statistics and monitor recruitment using an automated system; ability to work with various forms of social media and maintain a website; ability to deal effectively with fire district personnel; ability to handle conflicts and deal effectively with sensitive issues; ability to work with a personal computer and operate related software; ability to communicate effectively both orally and in writing; organizational ability; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma, plus either:

- (A) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree field plus one (1) year paid or volunteer* full-time or its part-time equivalent experience recruiting volunteers; OR,
- (B) Three (3) years paid or volunteer full-time or its part-time equivalent experience as described in (A) above; OR,
- (C) An equivalent combination of education and experience as defined in (A) and (B) above.

* Volunteer experience must be documented by the participating agency and signed by the appointing authority. Employment dates, average number of hours worked per week, and job duties must be included. Documentation must be included with your application.

SPECIAL REQUIREMENT: If you are appointed, you will be required to possess a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the position.

Monroe County Civil Service Commission

ADOPTED: June 4, 2020