



GENERAL DIRECTIVE

Grand Traverse Metro Emergency Services Authority

Number:	104.40	Effective Date:	12/05/2024
Section:	Administration	Revision Date:	12/05/2024
Subject:	FIRE AND LIFE SAFETY PUBLIC EDUCATOR		
Scope:	Applies to all personnel		
By Order of Fire Chief Paul Mackin			

I. PURPOSE

The Grand Traverse Metro Emergency Services Authority (GTMESSA) Fire and Life Safety Public Educator (FLSPE) is responsible for performing and managing programs of instruction intended to educate and inform the public regarding fire and life safety issues. This position reports to the Assistant Chief/Fire Marshal.

II. GENERAL DESCRIPTION

Under the supervision of the Assistant Chief/ Fire Marshal, the FLSPE develops, coordinates and delivers fire and life safety programs to the citizens and businesses of the GTMESSA district based on relevant death and injury data. This FLSPE must be comfortable with public speaking and giving oral presentations to individuals of varying demographics. This position will work with business and industry to deliver programs relevant to onsite hazards. FLSPE shall maintain positive working relationships with fire suppression/prevention personnel, business and industry, schools, community groups and colleagues.

This position is a full-time 40 hour per week position paid on an hourly basis and is subject to a flexible schedule that may require work on weekends, evenings and/or holidays. Overtime may be required. Employment is subject to pre-employment screening and adherence to drug-free workplace policies. Benefits are available as applicable.

III. BASIC FUNCTION:

FLSPE is responsible for providing all fire and life safety education to the citizens and businesses within the GTMESSA fire district. This shall be done by utilizing current data to ensure programs and delivery methods are appropriate for the given audience.

IV. PRINCIPAL RESPONSIBILITIES:

A. Responsibilities of FLSPE:

1. Schedules, coordinates and performs the duties of the FLSPE.
2. Determines the priorities of specific programs of instruction and allocates resources appropriately.
3. Assists in performing community risk assessments.
4. Evaluates the overall effectiveness of specific fire and life safety programs by collecting and analyzing relevant data and statistics.
5. Gather information and prepare a variety of reports and records. Maintain logs and records of activities and events.
6. Participates in collaborative partnerships and coalitions of professionals involved in fire and life safety issues.

7. Involvement with GTMESA Youth Fire Intervention and Education program at a Specialist or Manager level to help identify, evaluate and educate identified juvenile firesetters and their families, with the goal of preventing recidivism.
8. Designs and develops original, or modifies existing, course materials and lesson plans or both, for programs of fire and life safety education.
9. Delivers programs to community groups, business and industry, schools, and others.
10. Responsible for securing funding through grants as available.
11. Possess an understanding of methods and programs utilized to best reach individuals across varying demographics.
12. Coordinates public education and department public appearances related to community outreach events.
13. Use GTMESA Record Management System (RMS) to schedule community events in conjunction with suppression personnel.
14. Promote a progressive and team oriented environment with others.
15. Provide excellent service to the community.
16. Promote a positive and professional image of GTMESA.
17. Maintains contacts with media sources and social media platforms to promote department events and community appearances.
18. Develop new and innovative ideas to reach all age groups with fire and life safety messages.
19. Respond to questions from the public regarding fire and life safety with applicable facts and recommend acceptable risk reduction practices.
20. An understanding of fire service management, policies, and procedures.
21. Complete National Fire Academy coursework relevant to the position as appropriate.
22. Must be self-motivated and be able to perform job duties independent of and without direct supervisory assistance or direction.
23. Delivers public safety injury prevention programming such as community CPR training, Safe Neighborhood Smoke Alarm program including home visits and installation, fire extinguisher training, fall prevention, car seat fittings, school programs, and other applicable programs.

V. MINIMUM QUALIFICATIONS

A. Required:

1. Unrestricted Michigan driver's license.
2. High school diploma or equivalent, required.
3. Possess and maintain CPR certificate.
4. Possess a working knowledge of best practices for educational methodology utilizing current research-based factual programming to ensure effective delivery methods for each individual age group.
5. Demonstrate basic understanding of and ability to create effective content using social media platforms.
6. An in-depth understanding of GTMESA fire service and its role in the community and the services it provides.
7. Effective oral and written communication skills required.
8. Positive and constructive demeanor.
9. Manage multiple projects simultaneously in a fast-paced environment.
10. Comfortable with public speaking and oral presentations to large groups.
11. Knowledge of fire behavior and risk factors to fire growth.
12. Knowledge of human behavior during emergencies.
13. Understanding of the risks associated with varying demographics and appropriate strategies to mitigate those risks.

14. Knowledgeable in emergency planning, industrial hazards, evacuation/shelter in place methods, severe weather emergency planning, fire extinguisher use and proper smoke and CO alarm placement, preferred.
15. Understanding of fire department operations including fire prevention practices, emergency response procedures and the relationship between code enforcement and public education delivery, preferred.
16. Knowledge and skills commensurate with [NFPA 1035](#) Fire Life Safety Educator level I (chapter four in the attached).

B. Preferred:

1. Associate's degree in fire science, education, public education, or family life education, preferred.
2. Possess and maintain Child Passenger Safety Technician certification, instructor level preferred.
3. Minimum of three years of fire suppression or life safety/injury prevention education program delivery experience, preferred.

VI. PHYSICAL REQUIREMENTS

While performing the duties of this job, the FLSPE is regularly required to see, hear, talk, stand, twist, and use repetitive motions in the conduct of work. FLSPE will be exposed to varying weather conditions that may be hot, cold, or wet. FLSPE is required to work in a variety of locations and conditions including business environments, manufacturing floors, facilities, schools, senior living facilities, and other community venues. Conditions include:

1. Working in an office environment.
2. Providing presentations in a variety of settings including indoors and outdoors.
3. Standing, walking, kneeling, stooping, bending, and lifting.
4. Ability to lift, move, and carry objects up to 50 pounds.
5. Working at a high stress and high activity level.
6. Working in inclement weather and hazardous conditions.
7. Ability to work non-traditional hours to include evenings and weekends.

SOG 104.24 Authorized by: *Chief Paul Mackin*
Chief Paul Mackin

Revision Dates: 05/09/2010; 03/26/2015; 06/28/2016; 07/24/2024; 12/05/2024