

FireSmart™ Ambassador

Role Description

Role Level 1:

FireSmart Ambassador

Purpose:

To serve as a front-line person able to speak confidently with knowledge of FireSmart within their local area. As a promoter of FireSmart guidelines, FireSmart programming, and FireSmart concepts, they are key to providing a consistent message and growing awareness and action. This is a foundational role focused on promoting the FireSmart brand and the value of wildland fire prevention and mitigation. This role would not execute any technical evaluations or assessments unless they also completed Level 2 or 3 training.

Responsibilities and activities:

1. Engage with their community to educate and create awareness around FireSmart:

- Connect potential partners and supporters with appropriate FireSmart resources, including local specialists
- Present the FireSmart Canada information presentation at various community events, local markets or association meetings
- Identify potential Champions and speak to them about the Neighbourhood Recognition Program

2. Assist interested parties in getting started on their FireSmart Journey:

Examples of this may include:

- Introduce potential Neighbourhood Champions to the local NRP Specialist and support that relationship as needed
- Introduce interested residents in getting a home assessment to the HIZ Specialist or their Program Coordinator
- Identify specific program interest to the P/T Liaison or Program Coordinator if those programs don't exist in that area
- Direct inquiries to the appropriate FireSmart resources

3. Additional responsibilities as needed:

- Provide feedback to FireSmart Provincial/Territorial Liaisons or Program Coordinators on program improvements and performance or general feedback from the community
- Participate in ongoing training opportunities as they are made available by FireSmart Canada

Minimum qualifications, knowledge, skills, and abilities:

- A keen interest and passion in helping their community become resilient to wildland fire
- Familiarity with the concept of the Wildland-Urban Interface
- Familiarity with the concepts of Wildland-Urban Interface Fire Behaviour

- Familiarity with the concept of the Home Ignition Zone and simple mitigation best-practices
- Clear knowledge of FireSmart Canada as well as the Provincial/Territorial FireSmart programs they reside within
- Clear knowledge of the 7 FireSmart Canada disciplines
- Clear knowledge of FireSmart resources that are available and how to access them
- Clear knowledge of who their FireSmart specialists are in their local area as well as the Program Coordinator and/or P/T Liaison
- Experience with public speaking, presenting and/or engagement
- Excellent public relations, interpersonal, and communication skills
- Ability to effectively deliver education materials to a wide variety of audiences

Role training requirements:

- Successful completion of FireSmart 101 (optional but recommended)
- Successful completion of the Level 1: FireSmart Ambassador training

General commitment expectations (annual):

Presentations: estimated 5 hours including preparation time

- FireSmart Canada Information Presentation (approx. 30 minutes)
- Target of 4-5 presentations annually

General Administration and relationship building: estimated 20 to 30 hours

- Identifying potential presentation opportunities
- Various event specific administrative duties
- Answering general questions and maintaining relationships within the community as well as with other FireSmart representatives
- Ongoing maintenance of knowledge on programming and resources that are available through FireSmart Canada