



PUBLIC AFFAIRS SPECIALIST 3

0866

GENERAL DESCRIPTION OF CLASS

The PUBLIC AFFAIRS SPECIALIST 3 plans, designs and executes a public affairs function for an agency or large division. Employees manage public affairs projects that involve departure from traditional approaches to address new problem areas. The Public Affairs Specialist 3 develops strategic communication plans designed to bring about shifts in public opinion, or bring about acceptance of major state programs. Employees also draft policy and give advice to managers on the planning and formulation of an overall approach to public affairs issues.

DISTINGUISHING FEATURES

This is the third of a three-level professional series. It is also the advanced proficiency level. Employees develop new methods and approaches in planning, integrating and evaluating the public affairs program. Employees recommend action on significant policy matters which lead to the development of an agency position, establish precedents or provide guidance for field activities on public affairs issues.

The Public Affairs Specialist 3 is distinguished from the lower levels by the development of public affairs policy, the need to create new approaches to solve complex public affairs issues, and strategic planning activities.

DUTIES AND RESPONSIBILITIES

The duties listed are characteristic of the type and level of work associated with this classification. Individual positions may do all or some combination of the duties and other related duties.

1. Strategic Planning and Policy Formulation

Plan and lead a comprehensive and integrated public affairs program. Plan long-range communications, and public education or out-reach strategies that include advertising, promotional events and publicity. Integrate communication strategies with agency goals and objectives. Create communication plans for proposed legislation, budget testimony and other communications designed that advance agency programs or public policy initiatives. Write communication policy and procedures for handling sensitive information or media contact. Establish and maintain communication partnerships between local government, non-profits and private sector organizations, key constituencies and the media; generate communication plans that focus on constituent relationships. Recommend changes to administrative rules and policies. Plan and lead long-range planning and evaluation efforts, including convening work groups to create suggestions and changes to future agency program activities, review and revise web-based communication programs for the agency's internet and intranet. Plan and manage budgets for advertising, promotions, publicity and web-site management, and public outreach activities. Plan, lead and coordinate public outreach or education activities.

2. Consultation

Advise management on the public affairs impact of proposed changes to agency programs, policies and operations. Give advice to managers on the design and implementation of communication projects. Help solve impact of negative public opinion by writing messages and suggesting the communication forum and media. Facilitate meetings with agency staff and members of publics to gather information and develop communication strategies. Intercede between parties to help solve communication problems or clarify information. Lead work groups with program stakeholders to plan

communication strategies or solve communication problems. Represent agency on external task forces or groups. Research grant and funding opportunities that will help support the mission of the agency. Suggest ways to increase volunteerism or lead campaigns to increase volunteerism for agency programs. Attend executive staff meetings to give advice on how potential policy initiatives will affect public opinion about agency programs.

3. Public Affairs Program Administration

Supervise the writing and production of publications about agency programs. Research, write and edit internal and external messages including newsletters, program explanatory materials and news articles for publication in newspapers or periodicals. Edit others' writing prior to publication. Work with video production specialists to produce program educational materials; videotape and photograph agency activities. Respond to requests for information from citizens, legislators, employees and program recipients. Contact media representatives to initiate articles and news releases about agency programs; communicate with media representatives about sensitive or controversial information; create press kits and other media information. Manage contracts for advertising, sponsorships and other promotional activities.

Manage content for agency web-sites. Draft, prepare or compile information for posting to internet. Edit forms and information pieces for internet site. Work with information technology staff to design web-sites that can accept payments for licenses or permits, and procedures for posting and removing articles. Develop information architecture for agency website.

4. Legislative Relations

Track legislation throughout the session, compile information and background research on proposed legislation; give feedback to staff, constituencies and legislators. Represent agency before legislative, fact finding or fund granting groups to explain agency programs or policies. Coordinate and respond to legislative inquiries; prepare testimony and create background materials for hearings. Give tours of agency operations to legislators and other public officials. Receive and exchange information between legislators and agency management.

RELATIONSHIP WITH OTHERS

The Public Affairs Specialist 3 regularly contacts representatives from the news media, state leaders of civic or trade organizations having an interest in or affected by agency policies or programs; legislators; and city, county or regional government officials. Employees contact these people to explain, relate and defend significant or controversial agency actions or decisions affecting the basic principles of the agency's programs. They also contact them to negotiate or mediate among groups or individuals with divergent viewpoints.

The Public Affairs Specialist 3 regularly contacts executive management and other agency managers to give advice on the impact of decisions involving significant or controversial issues, and how to avoid public misunderstanding of agency programs or policies.

SUPERVISION RECEIVED

The Public Affairs Specialist 3 works under general supervision. The supervisor explains projects in terms of the broadly defined mission or function of the organization's public affairs program. The employee's work is considered technically authoritative and is normally accepted without significant change. The supervisor evaluates new projects and shifts in public affairs objectives in terms of resources available, program goals or agency-wide priorities.

0866

General policy statements and statutory mandates guide the work of this level. Unusual or sensitive public affairs problems have no precedents. Work problems require that the employee create new approaches in communication techniques and integrate those solutions within the context of the agency mission and program objectives.

KNOWLEDGE AND SKILLS (KS)**Extensive knowledge of:**

Structure and content of the English language including the meaning and spelling of words, rules of composition and grammar.
A wide-range of writing techniques to inform and persuade different audiences with various levels of comprehension.
Media production, communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.
Principles and methods for showing, promoting, and selling products or services including marketing strategy and tactics.
Human behavior and performance; individual differences in ability, personality and interests; and learning and motivation.
Typical administrative systems and procedures for operating business software such as desk top publishing, word processing and office filing systems.
Techniques of publishing and layout for newsletters, news articles and press releases.
Theories, principles and techniques of organizational and interpersonal communication.
Methods and techniques of data gathering and analysis of public opinion, including statistical analysis techniques.

General knowledge of:

Principles and methods of web site information architecture and design layout.
--

Skill to:

Develop written materials designed to encourage affected publics to adopt positions on a variety of issues.
Develop plans to obtain broad involvement of interested or concerned individuals or groups in the decision-making process.
Make oral presentations or train others to lead meetings designed to obtain public input on program issues and develop a consensus position from among divergent viewpoints.
Establish and maintain working relationships with a variety of publics who have opposing points of view from the organization.
Defend developed policy or point of view in the face of heavy criticism in unstructured settings.
Analyze and develop policy recommendations from a wide array of conflicting and divergent input from many publics and arrive at a position acceptable to most of the participants.
Effectively interact and deal with a variety of publics including news media representatives and government staff.
Analyze programs and identify the characteristics of target audiences and determine the most effective communication techniques to use in reaching these publics.
Write so that an audience with different levels of comprehension or interest can understand the material.
Transmit information by spoken word so that an audience with differing levels of comprehension can understand the presentation.
Present information orally in a logical and clear manner to explain programs, projects or activities to both internal and external audiences.
Interact with others and avoid offense in dealing with people.
Work with people having different interests to attain mutual positive ends.
Establish and maintain effective working relationships with people having different or conflicting interests, or opposing points of view.

Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate and not interrupt at inappropriate times.
Consider the relative costs and benefits of potential actions to choose the most appropriate one.
Gather, evaluate and interpret data to arrive at valid conclusions.
Identify sources of information, what kinds of information are needed and apply different methods of collecting data.
Identify complex problems and review related information to develop and evaluate options and implement solutions.
Develop specific goals and plans to prioritize, organize and accomplish work.

NOTE: The KNOWLEDGE and SKILLS are required for initial consideration. Some duties performed by positions in this class may require different KS's. No attempt is made to describe every KS required for **all** positions in this class. Additional KS requirements will be explained on the recruiting announcement.

Adopted 10/2005

Revised

STATE OF OREGON
Dept. of Administrative Services
Human Resource Services Division