



# State of Oregon Position Description

**Company:** Oregon Department of Education  
**Organization:** Communication & Public Relations - ODE  
**Service Type:**

## SECTION 1. POSITION INFORMATION

<b>Job Profile Title:</b>	Public Affairs Specialist 3	<b>Job Profile ID:</b>	0866
<b>Business Title:</b>	Content Strategist (Unfilled)	<b>Position ID:</b>	000000178792
<b>Employee Name:</b>		<b>Company ID:</b>	58100
<b>Representation:</b>	OAS	<b>Budget Auth No:</b>	1446578
<b>Location:</b>	Salem   ODE   Public Service Building		
<b>Supervisor:</b>	Liz Merah (Communications Administrator 1)		
<b>Position:</b>			
<b>Time Type:</b>	Full Time		
<b>FLSA:</b>	Exempt		
<b>Exempt Reason:</b>	Administrative Exemption		
<b>Overtime Eligible:</b>	No		
<b>Employee Type:</b>	Permanent		

## SECTION 2. JOB DESCRIPTION SUMMARY

**Describe the program in which this position exists. Include program purpose, who is affected, size, and scope. Include relationship to agency mission.**

The Oregon Department of Education (ODE) oversees the education of students in Oregon's public K-12 education system. ODE encompasses early learning, public preschool programs, the state School for the Deaf, regional programs for children with disabilities, and education programs in Oregon youth corrections facilities. While ODE isn't in the classroom directly providing services, the agency (along with the State Board) focuses on helping districts achieve both local and statewide goals and priorities through strategies such as: developing policies and standards, providing accurate and timely data to inform instruction, training teachers on how to use data effectively, effectively administering numerous state and federal grants; sharing and helping districts implement best practices. At the Oregon Department of Education, we are guided by the following values: integrity, accountability, excellence, and equity.

The Deputy Superintendent of Public Instruction is the Director and administrative head of the Department of Education. The Governor, who is the Superintendent of Public Instruction, has delegated to the Deputy Superintendent the responsibility of performing all of the duties, functions and powers of the Superintendent. These include providing leadership and oversight to Oregon's prekindergarten to grade 12 education system. The Deputy Superintendent is the chief executive officer for the State Board

of Education and is responsible for interpreting and administering Board policies and rules.

This position is part of the Communications Unit, which is within the Office of Relations, Management, and Support (ORMS). The position works across the agency to consistently meet the agency's communications needs in line with the priorities of the Deputy Superintendent of Public Instruction (ODE Director) and the Superintendent of Public Instruction (Governor).

b. Describe the primary purpose of this position, and how it functions within this program. Complete this statement. The primary purpose of this position is to:

The primary purpose of this position is to lead the planning, development, and execution of a cross-agency content calendar. This position plays a key role in ensuring proactive, coordinated, and accessible communications that support ODE's mission, initiatives, and public transparency.

## SECTION 3. JOB DESCRIPTION

List the major duties of the position. State the percentage of time for each duty. Mark "N" for new duties, "R" for revised duties or "NC" for no change in duties. Indicate whether the duty is an "essential" (E) or "Non-Essential" (NE) function.

### 40% - N E - Content Strategy, Development, and Execution

- Lead long-range planning and execution of a cross-agency content calendar aligned with agency goals and key initiatives, including the Education Accountability Act.
- Develop talking points, issue briefs, newsletter articles, and other documents that help create consistency of messaging and common understanding of key issues.
- Create and implement innovative systems to address long-standing communications challenges and ensure all content reflects the agency values of integrity, equity, and accessibility.
- Collaborate with the Communications Director to ensure agency-wide alignment in tone, messaging, and strategic timing.
- Contribute to the formulation of communications strategies related to legislative/governor initiatives, data releases, and other agency efforts.
- Establish communications planning practices that will become standard across the Agency and provide communication guidance, consultation, and advice to ODE staff to ensure communication strategies are clear, consistent, and aligned to agency priorities.
- Provide leadership in efforts to strengthen internal messaging and alignment across offices; develop internal staff messages, talking points, presentations, and resources on priorities and initiatives.

### 35% - N E - Strategic Communications Planning

- Develop strategic communications plans for key agency initiatives and projects.
- Advise leadership and program staff on public affairs strategy, messaging opportunities, and stakeholder impact. This includes advising leadership on best messaging approach for public-facing communications, especially in high-impact or politically sensitive contexts (e.g. education legislation, state budget impacts).
- Develop proactive editorial planning processes that anticipates communication needs, reducing confusion and improving public understanding.
- Represent Communications on cross-functional and statewide work groups to align communication strategies with broader education and equity policies.
- Develop communications procedures and strategic frameworks that guide how ODE communicates with the public, partners, and stakeholders. This includes designing and operationalizing the agency's quarterly content planning process, which serves as a strategic tool to align communications across offices, ensure transparency, and support consistent public messaging.
- Recommend internal communications processes, workflows, or policies to support stronger cross-agency alignment and transparency. This includes recommending policy around internal editorial review, message development, and prioritization.
- Develop quarterly reports and retrospectives that assess communication effectiveness and inform future planning.

### 20% - N NE - General Communications Support

- Provide support for project-based communications planning and campaign development.
- Support video scriptwriting, content review, and accessibility reviews.

- Collaborate with multiple program offices to translate complex education policy, data, and initiatives into clear, accessible, and audience-specific content.
- Edit and review communications products developed by others to ensure quality and alignment with agency standards.
- Take photo/video at media and other agency events for use in internal and external communications.
- Stay up to date on best practices in government communications and content strategy.

**5% - N NE - Other Duties as Assigned**

## **SECTION 4. WORKING CONDITIONS**

**Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.**

This position works primarily in an office environment. Occasional travel, early morning, evening, and some weekend and night work. It is understood that the hours of work may vary from day to day, week to week. Work is sometimes accomplished within demanding time-sensitive constraints, particularly during legislative sessions. Statewide travel, including periodic travel to other states to learn and share innovative and best practices will occur on an as-needed basis.

The job requires the ability to complete multiple assignments on tight timelines. Work requires a high degree of accuracy and attention to detail. This position frequently deals with politically sensitive topics; must quickly understand complex situations, issues, initiatives, and programs and determine communication strategy. Must exercise good, consistent judgement. May have to deal with frustrated or upset constituents, employees or partners.

Requires considerable contact with ODE staff and leadership across the agency, as well as constituent/education partners, the State Board of Education, and members of the general public and outside of Oregon. This position requires a driver license and an acceptable driving record or an alternative means of transportation.

## **SECTION 5. GUIDELINES**

**List any established guidelines used in the position, such as state or federal laws or regulations, policies, manuals, or desk procedures.**

The Governor's and Deputy Superintendent's priorities; state and federal laws, rules, and regulations; rules and procedures governing state agencies; Oregon Revised Statutes; Administrative Rules, Attorney General's Guide for Public Records, Ethical Standards adopted by the Oregon Ethics Commission; ODE Style Guide; AP Style Guide.

**How are these guidelines used?**

Guidelines are used for analysis, decision-making, program and grant development, communications, guidance on information to the general public, legislators, local education districts, the media, and staff.

## SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?

Who	How	Purpose	How Often?
Agency leadership (Director, Assistant Superintendents, Directors)	In Person, by mail, email or telephone	Collect information and feedback to improve ODE's communication efforts; provide communications advice; prep for interviews; consult on media responses	Weekly
Agency staff	In Person, by mail, email or telephone	Coordinate communications efforts, advise; discuss; plan; create and review deliverables	Daily
Other state agency staff	In Person, by mail, email or telephone	Participate in statewide communications groups; consult other agency communications staff on best practices	As Needed
Stakeholders and partners	In Person, by mail, email or telephone	Collect information and feedback to improve ODE's communication efforts	As Needed

## SECTION 7. POSITION RELATED DECISION MAKING

Describe the typical decisions of this position. Explain the direct effect of these decisions.

This position makes decisions on communications strategy and appropriate messaging to ensure alignment with ODE's strategic goals and engagement efforts. The position advises program staff and agency leadership on appropriate communications approaches, tone, and timing. The person in this position also makes decisions on how the department communicates with its employees and community partners. Decisions help inform and engage ODE employees and partners to help them achieve the department's vision and mission. These decisions directly influence the clarity and transparency of statewide education communications, support agency alignment and morale, mitigate public misunderstanding or controversy, and improve ODE's ability to engage effectively with diverse communities and partners across Oregon.

## SECTION 8. REVIEW OF WORK

Job Profile	Position ID	How	How Often	Purpose of Review
Communications Administrator 1	000000176112	In Person, by mail, email or telephone	Daily	Consultation on emerging issues; review of draft work products.

## SECTION 9. OVERSIGHT

What are the oversight activities for this position?

## SECTION 10. ADDITIONAL POSITION RELATED INFORMATION

List any knowledge and skills needed at time of hire that are not already required in the classification specification:

Excellent written and verbal communication skills as well as strong listening and planning skills are essential. This position must have the ability to organize, prioritize, and complete a variety of simultaneous tasks with a high degree of accuracy and independent direction. The person will be expected to network and build relationships – both with internal leadership and staff and external partners. Political sensitivity and awareness of current issues are critical as are adaptability, flexibility and the ability to work well both independently and as a part of a team.

This position requires successfully passing a pre-employment background check. The pre-employment check may include a review of the following records: criminal background, DMV, licensure, and sexual misconduct. Adverse background data may be grounds for immediate disqualification, withdrawal of a conditional job offer, or termination of employment.

## **SECTION 11. BUDGET AUTHORITY**

If this position has authority to commit agency operating money, indicate the following:

<b>Operating Area</b>	<b>Biennial Amount</b>	<b>Fund Type</b>
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## **SECTION 12. ORGANIZATIONAL CHART**

See Organizational Chart (attach copy or view within Workday).

## **SECTION 13. SIGNATURES**

_____ Employee	_____ Date
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_____ Manager	_____ Date
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_____ Appointing Authority	_____ Date
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