



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:
2/20/2015

Agency: Oregon Housing and Community Services

Division: Public Affairs Division

New Revised

This position is:

- Classified
Unclassified
Executive Service
Mgmt Svc - Supervisory
Mgmt Svc - Managerial
Mgmt Svc - Confidential

SECTION 1. POSITION INFORMATION

a. Classification Title: Public Affairs Specialist 3
b. Classification No: X0866
c. Effective Date: July 1, 1987
d. Position No: 0000833
e. Working Title: Public Affairs Liaison
f. Agency No: 91400
g. Section Title: Legislative and Communications
h. Budget Auth No: 000508660
i. Employee Name: Alison McIntosh
j. Repr. Code: MMN
k. Work Location (City - County): Salem - Marion
l. Supervisor Name (Optional): Rem Nivens, Assistant Director
m. Position: Permanent, Full-Time, Seasonal, Part-Time, Limited Duration, Intermittent, Academic Year, Job Share
n. FLSA: Exempt, Non-Exempt, If Exempt: Executive, Professional, Administrative
o. Eligible for Overtime: Yes, No

SECTION 2. PROGRAM AND POSITION INFORMATION

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

OHCS's Public Affairs Division includes Federal Planning, Housing Integrators (formerly known as Regional Advisors to the Department) and Government Relations and Communications. Public Affairs is the primary division that engages with the public, elected officials and stakeholders.

Public Affairs Division: Federal Planning

The Federal Planning section of the Public Affairs Division is responsible for federal planning and reports. Every five years, the section completes a Consolidated Plan for the coming five years which is designed to analyze community housing needs and propose and develop strategies to meet those needs. The section creates a strategic one year implementation plan identified in the Consolidated Plan known as the Annual Action Plan; the section creates a review of how the state invested federal funds to meet community needs known as the Consolidated Annual Performance Evaluation Report; and finally the section analyzes impediments to Fair Housing through the Analysis of Impediments.

Public Affairs Division: Integrators

The Integrators section of the Public Affairs Division was formerly known as the Regional Advisors to the Department. This section aids in the integration and alignment of affordable housing and housing stabilization tools and resources. Integrators work with various state agencies, Coordinated Care Organizations, and various local government and regional organizations. They serve as a conduit of information to OHCS executive leadership about emerging and urgent community trends. Integrators also develop recommendations about ways to leverage or prioritize OHCS programs.

Public Affairs Division: Legislative & Communications

The Legislative and Communications section of the Public Affairs Division is the key section which engages directly with members of the Oregon State Legislature, the Governor’s Office and the media. They respond to requests for information, direct the legislative work of the agency, and help coordinate implementation of legislation. This section also responds to media requests, develops internal and external communication strategies and produces all communications materials.

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:

Develop innovative communication plans that can assist in shifting opinion while maintaining relationships with the legislature, key stakeholders, and other critical partner groups that enable the Department to gain acceptance and support of successfully developed and implemented policy that effectively represents and communicates the needs of low-income Oregonians across the state.

SECTION 3. DESCRIPTION OF DUTIES

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.

% of Time	N/R/ NC	E/ NE	DUTIES
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Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.

30%	R	E	<p><u>Legislative Relations</u></p> <ul style="list-style-type: none"> • Serves as agency liaison to state legislature; coordinates all activities of the department in tracking, developing, presenting and implementing legislation and policy by: <ul style="list-style-type: none"> ○ Researching & coordinating conceptual drafts & proposed legislation, ○ Working with key advocates and partners, ○ Assigning agency representatives, ○ Creating & delivering background/informational materials, ○ Providing expert testimony, and ○ Monitoring & reporting final outcomes. • Analyzes federal and state statute and policy changes and evaluates potential long- and short-term effects; provides summary and recommendations to agency upper <p><u>Stakeholder Relations</u></p> <ul style="list-style-type: none"> • Coordinates and develops innovative approaches to new policy initiatives, persuading and lobbying with other agencies and with key high level private sector partners in furthering statewide strategic policy objectives. • Mobilizes coalitions of affected agencies and individuals on important state issues. • Represents the Department in convincing policy makers on key policy issues.
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20%	R	E	<u>Public & Media relations</u> <ul style="list-style-type: none"> • Directs comprehensive and integrated agency information program for department services and activities including: <ul style="list-style-type: none"> ○ Internet content management and presence, ○ News media contact, ○ Consults with executive team and plans for short-term and long-term information needs, ○ Supervises the publication of all OHCS external communication; ○ Plans and directs preparation of publications and displays. • Develop communication policy & procedures for sensitive/confidential information exchange. • Lead work groups that aim to improve information sharing/communications between constituents. • Effectively manage and develop promotional, advertising and publicity budgets.
15%	R	E	<u>Administration & Consultation</u> <ul style="list-style-type: none"> • Advise upper management on the public (negative/positive) impact of changes to program services and programs; respond & revise approaches as necessary. • Develop creative methods to address or reduce adverse response to agency changes. • Facilitate communication & meetings with all levels to gather and share vital agency/program information. • Collaborate with agency sections or programs and stakeholders to develop promotional materials and a unified message. • In partnership with the executive team, develop and implement strategic plan elements on behalf of the Legislative and Communication section. • Directs maintenance of an overarching department communication plan, as well as of program work plans and strategies.
15%	N	E	<u>Transition Communications</u> <ul style="list-style-type: none"> • Support the agency and lead efforts to communicate transition initiatives and activities with stakeholders and the media. • Provide policy and political advice to the Director and Leadership Team. • Develop professional, unified communications regarding the agency's transformation; anticipate and respond to questions/concerns about proposals or outcomes. • Coordinate transition communications across the agency and with key stakeholders and the community.
15%			<u>Leadwork</u> <ul style="list-style-type: none"> • Assign and review work of employees, provide informal assessment of work, and respond to employee questions about the work they perform.
5	N	NE	<u>Other Duties</u> <ul style="list-style-type: none"> • Other duties and projects as assigned by manager to meet operational needs. • Receives and carries out special assignments from the director and other members of the Executive Team.
100%			

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.

Cubicle work environment. This position may involve occasional travel on official State business. Should you choose to drive a motor vehicle you must have a valid driver license and an acceptable driving record. If

not, you must have an alternate method of transportation. Compliance with ORS 807.020 (1) is required. It is required that drivers of state-owned vehicles complete a defensive driving safety class every two years.

SECTION 5. GUIDELINES

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

- ORS
- OAR's
- OHCS policies and procedures
- DAS policies and procedures
- Collective Bargaining Agreements
- Federal statutes and regulations
- Gubernatorial policy statements
- State Senate and House rules
- Legislative counsel guidelines
- Budget reports
- Ethics rules
- Style manuals governing correct usage of language.

b. How are these guidelines used?

These guidelines are used to assure compliance and consistency in legislative processes of the department, to review and act on legislative concepts and proposed legislation and to plan and coordinate overall communication, outreach and public information efforts, to develop responses to legislators, public, stakeholders and other public requests for information; to develop policy or legislative recommendations. The collective bargaining contract and related document are used when supervising employees.

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 Contacted	How	Purpose	How Often?
<i>Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".</i>			
OHCS Management and Staff	Phone/Person/Written	Discuss policy and develop recommendations.	Daily
Governor's Office/Dept. of Admin Services	Phone/Person/Written	Discuss policy and develop recommendations.	Daily
Interest Groups	Phone/Person/Written	Provide information, discuss policy, determine issues.	Weekly
Legislators/Legislative Staff	Phone/Person/Written	Provide information, discuss policy, determine issues, develop recommendations.	Daily
Congressional Delegation	Phone/Person/Written	Provide information, discuss policy, determine issues, develop recommendations.	Daily
Other State and Local Agencies	Phone/Person/Written	Discuss policy and develop recommendations.	Daily
General Public	Phone/Person/Written	Discuss policy and develop recommendations.	Daily

SECTION 7. POSITION RELATED DECISION MAKING

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

This position will advise upper management and recommend strategic approaches to long-range communication plans and through the analysis of complex issues will develop communication policy and concepts that will guide agency-wide communications to relay consistent image and message content to

diverse statewide stakeholders including public and private sector. Failure to anticipate response, especially negative response and be prepared with alternative approach(es) that may require the shifting or realigning of public opinion/perception could compromise agency-wide public relations and trust and reflect poorly on the State as a whole. The strategic communications, image and policy work generated by this position will set the standard for the agency and will affect public and media perception.

Must review work of program and administrative staff related to legislative concepts and communication. Frequent on-the-spot decisions must be made with statements to be quoted publicly; incorrect comments could harm department programs and cause undue criticism of department managers, affecting their credibility, and ultimately the department's ability to carry out its mission.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
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Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".

PEMF	0000805	In person, phone, email	As needed	For information and direction. Formal review annually.
PEMF	0000805	In person	Annually	Formal performance evaluation.

SECTION 9. OVERSIGHT FUNCTIONS THIS SECTION IS FOR SUPERVISORY POSITIONS ONLY

- a. How many employees are directly supervised by this position? 0
- How many employees are supervised through a subordinate supervisor? 0

- b. Which of the following activities does this position do?
- | | |
|--|---|
| <input type="checkbox"/> Plan work | <input type="checkbox"/> Coordinates schedules |
| <input type="checkbox"/> Assigns work | <input type="checkbox"/> Hires and discharges |
| <input type="checkbox"/> Approves work | <input type="checkbox"/> Recommends hiring |
| <input type="checkbox"/> Responds to grievances | <input type="checkbox"/> Gives input for performance evaluations |
| <input type="checkbox"/> Disciplines and rewards | <input type="checkbox"/> Prepares & signs performance evaluations |

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

At Oregon Housing and Community Services:

- Our **Vision** is that all Oregonians have the opportunity to pursue prosperity and live free from poverty.
- Our **Mission** is to provide stable and affordable housing and engage leaders to develop integrated statewide policy that addresses poverty and provides opportunity for Oregonians.
- Our **Core Values**: Collaboration – Compassion – Equity – Integrity – Leadership - Transparency

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

The individual in this position is expected to create a professional work environment focused on high productivity, model sound work habits through personal example and leadership, maintain accurate and current office records, and actively participate, contribute and engage in department meetings.

The incumbent must perform position duties in a manner which promotes customer service and harmonious working relationships, including treating all persons courteously and respectfully; actively engage in and promote a positive work environment; develop good working relationships with agency personnel and with appropriate external partners; identify and resolve problems in a constructive manner; demonstrate openness of constructive feedback and suggestions; and contribute to a positive, respectful, and productive work atmosphere creating a positive, productive environment focused on results.

The individual in this position must have a strong background in public and legislative relations, oral and written communication, public participation, and other government processes.

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

Operating Area	Biennial Amount (\$00000.00)	Fund Type
<i>Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".</i>		

SECTION 11. ORGANIZATIONAL CHART

Attach a current organizational chart. Be sure the following information is shown on the chart for each position: classification title, classification number, salary range, employee name and position number.

SECTION 12. SIGNATURES

Employee Signature

Date

Supervisor Signature

Date

Appointing Authority Signature

Date