

The mission of the Oregon Youth Authority (OYA) is to protect the public and reduce crime by holding youth offenders accountable and providing opportunities for reformation in safe environments. We accomplish this mission by providing or contracting for evidence-based and research-informed treatment, classroom education, vocational education, and opportunities for community engagement.

Our vision is that all youth who leave OYA go on to lead productive, crime-free lives. This vision reflects our philosophy that it is important for youth not only to remain crime-free, but also to build positive lives for themselves, their loved ones, and their communities. By becoming productive and contributing members of society, youth can help create a safer, healthier world, and give back to their communities.

The core values that guide us are integrity, professionalism, accountability, and respect. As stewards of the public trust, we display ethical and honest behavior in all that we do. We practice unwavering adherence to professional standards and perform our work competently and responsibly. We conduct our jobs in an open and inclusive manner, and take responsibility for the outcomes of our performance. We treat others with fairness, dignity, and compassion, and we are responsive to their needs. These values support our culture of positive human development, which provides supportive relationships, offers meaningful participation and community connection, and sets high expectations in a safe and opportunity-rich setting where engagement, learning, and growth occur.

We oversee the care and custody of youth ages 12 through 24 who commit crimes prior to their 18th birthday. We exercise legal and physical custody of youth committed to OYA by juvenile courts, and physical custody of youth who have been sentenced in adult courts and, due to their age, are placed with OYA. To serve youth, we operate 9 close-custody facilities throughout Oregon and oversee a range of community-based probation and parole options that include residential treatment programs and certified foster care homes. In total, we are responsible for the care and custody of approximately 1,600 youth at any given time. Of those youth, approximately 600 live in close-custody facilities, with the remainder located in community-based settings.

The agency is organized into several key service areas that contribute to the success of the youth we serve. Operational service areas are Community Services, Facility Services, and Health Services. Support service areas are the Director's Office, Business Services, and Development Services. We employ approximately 1016 staff and operate with a biennial budget of approximately \$560 million Total Funds, of which approximately \$475 million is General Fund.

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.

The Communications Office, reporting to the agency director, supports OYA by ensuring agency communications are accurate, timely, clear, and consistent. Members of the Communications Office work closely with agency executives, managers, and staff to track and respond to emerging issues; advise and counsel agency executives, managers, and staff about communication strategies; develop and present messaging and related collateral materials around key issues and outreach initiatives; monitor communication results; and perform other communication functions designed to help achieve the agency's mission, enhance program effectiveness, and build public awareness and understanding of the agency's programs.

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:"

Serve as the agency's Communications Director and lead of the Communications Office to develop, implement, and oversee the agency's communications infrastructure, strategic communications plan, and agency-wide and program-specific communication strategies. This position advises agency leadership about optimal communications processes; serves as an agency spokesperson for media interactions and

crisis communications; conducts media and public outreach activities; conducts internal communication programs for employees and youth; promotes initiatives through traditional and social media; coordinates responses to all media requests for public records, facility access, and interviews with staff and youth; promotes initiatives through traditional and social media; coordinates with other Communications Office staff and media to arrange for positive news coverage about OYA initiatives; writes and/or edits key agency communications for agency leaders; and monitors and reports results of communication activities and communication-related process measures. The position may review and approve work produced by members of the Communications Office.

SECTION 3. DESCRIPTION OF DUTIES

Regular attendance is an essential function required to meet the demands of this job and to provide necessary services. Employees will do the following:

Perform position duties in a manner that aligns with the agency’s core values and promotes customer service and harmonious working relationships, including treating all persons courteously and respectfully. Engage in effective team participation through willingness to assist and support co-workers, supervisors, and other work-related associations. Develop positive working relationships with agency staff and managers through active participation in accomplishing group projects and in identifying and resolving problems in a constructive manner. Demonstrate openness to constructive feedback and suggestions, in an effort to strengthen work performance. Contribute to a positive, respectful, and productive work atmosphere.

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.

Percentages should not be in fractions (e.g., 7.5%) and not less than 5 %.

Note: *If additional rows of the table are needed, place cursor in last cell at end of a row and press Tab key.*

% of Time	N/R/NC	E/NE	DUTIES
30%			<p>Communications Manager</p> <ul style="list-style-type: none"> • Develop, implement, and oversee the agency’s communications infrastructure, strategic communications plan, and agency-wide and program-specific communication strategies to support the agency mission and strategic initiatives. This includes development and oversight of any budget allocations to the communications team. • Analyze data around communication needs and prepare long-term and short-term plans to address issues and inform employees, youth, and the public about key initiatives and actions to help achieve the agency’s mission and vision. • Create and revise communication policies, procedures, and protocols for the agency; advise agency leadership and management of the public affairs impact of proposed changes to agency programs, policies, and operations • Serve as agency representative to the Governor’s Office, DAS, and interagency public information officers’ team. Participate in interagency communications initiatives and coordinate multi-agency communications plans to benefit the agency and enterprise. • Work with communications managers at other agencies (e.g., Governor’s Office, Department of Administrative Services, Legislature, Department of

<p>% of Time</p>	<p>N/R/NC</p>	<p>E/NE</p>	<p>DUTIES</p>
			<p>Corrections, Department of Education) to develop shared and consistent approaches and messaging for issues that cross agencies.</p> <ul style="list-style-type: none"> • Develop external and internal communications messaging and materials with an equity lens and advise Executive Team on communication opportunities that emphasize diversity, equity, and inclusion in support of key initiatives, programs, activities, and events; this includes identify selected audiences, sequence, and timing of communications; write and design presentations and collateral materials. • Prepare management talking points and scripts for presenters; and contribute articles to the online newsletter. • Write, edit, and maintain key publications (e.g., Inside OYA, issue briefs, biennial reports) to ensure current and consistent information is available about agency initiatives, activities, and programs. • Maintain regular contact with managers and staff at facilities and field offices to gather information about potential stories and activities in support of agency initiatives, programs, and activities; write internal and external communications to promote awareness of agency operations. • Review and approve work produced by members of the Communications Office.
<p>10%</p>			<p>Communication Guidance and Internal Agency Communications</p> <ul style="list-style-type: none"> • Provide advice and direction to the director, deputy director, assistant directors, and agency managers on communication strategies and optimal responses on emerging issues. • Oversee key communications reference materials for employees (e.g., OYA Writing Style Guide, OYA abbreviations and acronyms, gender-neutral lexicon, media relations guide, crisis communications guide) and ensure updates are completed as needed. • Oversee the agency forms development process to ensure forms are in alignment with agency documentation standards. • Collaborate with OYA management statewide (superintendents, supervisors, and managers) and key stakeholder groups to respond to issues with public or media attention. • Advise managers on the design and implementation of communication plans and activities. • Write and edit external and internal executive communications (e.g., speeches, scripts, testimony, letters, emails, reports) for director, deputy director, assistant directors, and other agency leaders. • Review and edit correspondence developed for the Director’s signature, as requested.
<p>25%</p>			<p>Media Relations and External Communications</p> <ul style="list-style-type: none"> • Ensure internal communication programs are consistent with OYA’s policies and procedures, and that messaging and presentation strategies align with the agency’s mission, vision, and values; ensure managers and staff receive information about key initiatives, activities, programs, events,

<p>% of Time</p>	<p>N/R/NC</p>	<p>E/NE</p>	<p>DUTIES</p>
			<p>and issues before the information is shared with the media and external stakeholders.</p> <ul style="list-style-type: none"> • Write and design presentations and collateral materials in support of key agency initiatives, activities, and programs; prepare talking points and scripts for presenters; write, edit, and design online newsletter; update and maintain intranet and public website contents; prepare requested and ongoing series of executive messages to employees. • Collaborate with the Government Relations Manager to develop and update any materials for legislative meetings and responses, including requests from legislators, agency bills, and presentations. • Oversee development and implementation by Communications Office staff of the agency’s video and audio production program. Determine need for videos and audiocasts to promote key agency initiatives, activities, and programs; oversee video and audio projects. • Maintain and coordinate strategy for OYA’s social media accounts, including YouTube, Twitter, Facebook, and LinkedIn. Post and/or oversee postings to these sites. • Identify and pursue opportunities for media and public outreach communications to support key agency initiatives, activities, and programs. • Serve as lead agency spokesperson and primary media contact for the agency; coordinate responses to all media requests for public records, facility access, and interviews with staff and youth; and prepare managers, staff, and youth for interviews, presentations, and other media interactions. • Write and/or edit media pitches and advisories, opinion pieces, research journal and trade magazine articles, and other materials to provide information about, and promote understanding of, key agency initiatives, actions, and programs. • Respond to all media requests, and coordinate with the director and executive leadership on emergent, high-profile, and sensitive issues. • Plan and conduct news conferences, special events, and other activities to promote and inform the public about key agency initiatives, actions, and programs. • Advise and coach agency executives, managers, and staff on holding interviews with broadcast and print media, and giving testimony and speeches.
<p>25%</p>			<p>Communications Office Coordination</p> <ul style="list-style-type: none"> • Meet regularly with communications staff through frequent person-to-person contact, effective verbal and written communication, and unit meetings to contribute to an effective team atmosphere that meets the needs of the agency. • Lead development and implementation by Communications Office staff of the agency’s communications and communications strategies for individual service areas, programs, activities, and key initiatives.

% of Time	N/R/NC	E/NE	DUTIES
			<ul style="list-style-type: none"> • Serve as lead worker for communications staff, which may include setting team goals, tasks, and priorities, providing feedback on work procedures, training on standards of performance, and reviewing work products.
5%			<p>Diversity, Equity, and Inclusion</p> <ul style="list-style-type: none"> • Responsible for coordinating inclusive external and internal communications that supports the diversity of OYA youth, families and employees. • Review OYA messaging that is shared throughout the many communications channels for equitable and inclusive language. This includes all digital platforms (intranet, external agency website, social media, etc.), events, recruitment materials, and more. • Develop and implement a communication plan that includes ways to leverage social media/networking and digital technologies to boost outreach efforts to marginalized communities. • Build relationships with the agency departmental leaders to maintain an information pipeline of cultural activities and events happening within each department. • Collaborate with the OYA research team and the DEI strategic manager to highlight DEI centered data that shows progress and improvement areas to internal and external stakeholders.
5%			<p>Other duties as assigned</p>
Ongoing			<p>Support equal employment opportunities, affirmative action, diversity, and cultural competency.</p> <ul style="list-style-type: none"> • Understand the agency's EEO, AA, diversity, and cultural responsiveness and competency principles, and the agency's AA Plan goals and objectives. • Develop, support, and implement strategies to meet agency AA goals and objectives; identify and help remove barriers to attaining the agency's goals; and report annual efforts, successes, and/or accomplishments. • Promote and foster a positive work environment within agency initiatives and programs concerning EEO, AA, diversity, and cultural responsiveness and competency by ensuring employees are aware of and follow agency policies and procedures, address work-related issues and/or concerns immediately, and take appropriate action if necessary. • Attend EEO, AA, and other diversity-related training to provide leadership to staff by being aware of diversity and cultural issues, and support other employees' attendance at such programs for professional development.
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.

The person in this position works in a fast-paced, demanding office environment that requires the ability to independently identify and set priorities, adapt to rapidly changing situations and issues, multitask, meet tight deadlines, and understand the political and public sensitivity of issues and decisions. This person communicates with a range of organizations, officials, individuals from different cultural and demographic backgrounds, communications officers from other state agencies and the Governor's office, media representatives, and members of the public. Work can include contact with emotionally charged individuals via telephone, email, and in person.

This person is expected to set a positive example and be a role model for other staff and youth by maintaining a calm, welcoming demeanor; support OYA policies and procedures; adhere to OYA's core values of integrity, professionalism, accountability, and respect; use safe work practices; and obey all state and federal laws, rules, and regulations. This person represents not only the agency's Communications Office and Director's Office, but all of OYA.

Occasional evening and weekend work is required. This position is on-call at all hours for potential crisis communications issues and response. Occasional travel to all agency facilities and field offices is expected. This position works in a tobacco-free environment.

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.

OYA Policies, Procedures, and Protocols
DAS Policies and Procedures
Oregon Administrative Rules - 415
Oregon Revised Statutes - 419A, 419C, 420, 420A
Oregon Public Meetings Requirements
JJIS Manual
Executive Orders
Appropriate federal laws and regulations
OYA Writing Style Manual
Associated Press (AP) Style Manual
Americans with Disabilities Act (ADA) communication standards
Oregon plain language guidelines

b. How are these guidelines used?

These guidelines are used to:

- Answer inquiries from the general public, legislators, local governments, members of the judiciary, law enforcement officers, county juvenile departments, state and federal agencies, community partners, employees, youth and their families, members of the media, and the general public;
- Accomplish agency and program goals accurately and efficiently; and
- Make decisions affecting agency operations and program activities.

SECTION 6. WORK CONTACTS

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

Note: *If additional rows of the table are needed, place cursor in last cell at end of a row and press Tab key.*

Who Contacted	How	Purpose	How Often
Agency executives, managers and staff	Telephone, in person, email, correspondence	Coordinate communication projects, provide advice and counsel, prepare messaging and collateral materials,	Daily
Public (including media) and other external stakeholders	Telephone, in person, email, correspondence	Respond to public information requests, provide program information	Daily
Youth and families	Telephone, in person, email, correspondence	Coordinate on involvement in media stories or other OYA communication projects	As needed
Other local, state and government agencies	Telephone, in person, email, correspondence	Respond to requests for information, coordinate communication projects, prepare shared messaging, provide program information	Daily
Staff within the Governor's Office, Attorney General's Office, and Legislature	Telephone, in person, email, correspondence	Respond to requests for information, alert and advise regarding emerging issues, coordinate communication projects, prepare shared messaging, provide program information	Daily
Key external stakeholders, partners, and providers	Telephone, in person, email, correspondence	Respond to requests for information, alert and advise regarding emerging issues, coordinate communication projects, prepare shared messaging, provide program information	Daily

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 a daily basis regarding work priorities, handling of politically sensitive issues, and the most appropriate methods of communicating and interacting with a variety of individuals and groups.

This position analyzes inquiries from the public, media, external partners, and employees; explains agency initiatives, programs, and services; determines appropriate courses of action; and organizes and prioritizes work assignments for themselves and the Communications Office staff. This position decides if unit work serves the agency's mission, vision, and goals, and represents the agency accurately. Errors could result in violation of youth's rights or confidentiality, potential lawsuits, negative impacts on the agency's operations and reputation, and loss of funding.

This position makes decisions on significant and politically sensitive issues. Decisions affect the agency's ability to achieve its goals and objectives, including development and allocation of resources to accomplish the agency's mission.

This position makes recommendations to the Director, Deputy Director, and Assistant Directors regarding necessary program and/or statewide policies and system modifications, and makes determinations of the most efficient and effective use of agency resources. Decisions may impact the agency and/or juvenile justice partners and statewide policies.

SECTION 8. REVIEW OF WORK

Who reviews the work of this position?

Note: *If additional rows of the table are needed, place cursor in last cell at end of a row and press Tab key.*

Classification Title	Position Number	How	How Often	Purpose of Review
Agency Head 4 Director	0795811	Works is reviewed through regular interactions and broad oversight	Reviews occur on an ongoing basis and Quarterly Performance Reviews	The purpose of the reviews is to ensure OYA's mission, values, policies, procedures, and protocols are being effectively implemented and communicated

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 and signs performance evaluations |

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

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

Knowledge and ability to post and manage social media sites, publication tools, and limited video production.
Valid driver's license,

BUDGET AUTHORITY: If this position has authority to commit agency operating money, indicate the following:
Note: If additional rows of the table are needed, place cursor in last cell at end of a row and press Tab key.

Operating Area	Biennial Amount (\$00000.00)	Fund Type

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