



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:
Feb. 15, 2024

This position is:

- ☐ Classified
☐ Unclassified
☐ Executive Service
☐ Mgmt. Svc – Supervisory
☒ Mgmt. Svc – Managerial
☐ Mgmt. Svc - Confidential

Agency: Oregon Employment Department

Facility: Director's Office/Communications

☐ New ☒ Revised

SECTION 1. POSITION INFORMATION

a. Classification Title:	Public Affairs Specialist 3	b. Classification No:	(0866)
c. Working Title:	Communications Officer	d. PPDB No/WD ID:	1910123
e. Section Title:	Communications Office X0866	f. Agency No:	47100
g. Employee Name:	Vacant	h. Budget Auth No:	
i. Supervisor Name:	Rebeka Gipson-King	j. Repr. Code:	MMN
k. Work Location (City – County):	Salem - Marion		
l. Position:			
<input type="checkbox"/> Permanent <input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Limited Duration <input type="checkbox"/> Academic Year			
<input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> Intermittent <input type="checkbox"/> Job Share			
m. FLSA:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	If Exempt:	<input type="checkbox"/> Executive/Supervisory <input type="checkbox"/> Administrative <input checked="" type="checkbox"/> Professional <input type="checkbox"/> Computer
		n. Eligible for Overtime:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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.

The Employment Department is a large state agency with a mission to Support Business and Promote Employment. We accomplish this by accurately administering the unemployment insurance (UI) benefits program; recruiting and referring applicants to job openings and assisting job seekers in their employment searches (Workforce Operations); developing and distributing workforce and economic information (Workforce Economics Research); administering a Paid Leave Oregon program for Oregon workers and businesses; and providing administrative services to the Office of Administrative Hearings, which adjudicates citizen and business disputes with agencies.

The department employs more than 1,500 employees in offices located throughout the State, with the central administrative office in Salem.

The Oregon Employment Department fosters fairness, equity, and inclusion to maintain a workplace environment where everyone is treated with respect and dignity regardless of race, color, national origin, religion, sex, sexual orientation, gender identity, marital status, age, veteran status, disability, or status as a victim of domestic violence, harassment, sexual assault, or stalking. This policy applies to every aspect of our employment practices, including recruitment, hiring, retention, promotion, and training. A goal of the Oregon Employment Department is to become an employer of choice for individuals of all backgrounds and promote an inclusive workplace culture that encourages diversity and allows employees to excel.

The PAS 3 is part of the Communications Office team, within the Director's Office. The Communications Office is responsible for communicating valuable information to the employees, customers, partners, interested parties, the media, and the public on agency core services.

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 PAS3 develops strategic, comprehensive, and integrated communication plans designed to inform internal and external audiences about the agency and its programs, including business services, job seeker services, the Modernization Program, and more. This position leads the planning, coordination and quality control of activities related to the Modernization Program's strategic communications, including the Workforce Modernization Project, collaborating with colleagues from other divisions and programs to ensure accuracy, and works with fellow members of the Communications, Modernization, and Workforce Operations teams to execute these plans.

This position serves as the point of contact for the Communications Office staff to implement the Modernization program's agency-wide communications infrastructure, strategic communications plan, and program-specific communication strategies. This body of work includes both communications for the overall Modernization Program, as well as the Workforce Modernization Project. This position advises the agency leadership, including the Communication Director, Modernization Program Director, and Workforce Operations leadership about optimal communications approaches; serves as an agency spokesperson for media interactions and crisis communications; conducts advanced media and public outreach activities; conducts advanced external and internal communication programs for customers, partners, and employees, particularly within the Modernization Program; promotes initiatives through traditional and social media; coordinates responses to all media requests for public records, facility access, and interviews with staff as necessary; coordinates with OED employees, partners, vendors, and contractors to prepare customer-, partner- and employee-facing communication; writes and/or edits key agency communications for agency leaders, specifically the Modernization Director; and monitors and reports results of communication activities.

The Oregon Employment Department is carrying out its core functions, modernizing the business, and launching the Workforce Modernization Project within the Modernization Program. The public and the department's partners demand and deserve advanced messaging to understand complicated new and existing systems and initiatives. Our customers are diverse in nature and include Workforce Oregon partner agencies, state and local elected officials, media, small and large businesses paying taxes and seeking workers, workers seeking unemployment benefits and employment services, and employees claiming paid leave benefits. With the Oregon Employment Department Communication Director, the Modernization Director, and the Workforce Operations Director, the Public Affairs Specialist 3 will design and lead the agency in elevating its communication practices to solve complex communication issues and to match the public demand in an equitable and inclusive way.

The Oregon Employment Department fosters fairness, equity, and inclusion to maintain a workplace environment where everyone is treated with respect and dignity regardless of race, color, national origin, religion, sex, sexual orientation, gender identity, marital status, age, veteran status, disability, or status as a victim of domestic violence, harassment, sexual assault, or stalking. This policy applies to every aspect of our employment practices, including recruitment, hiring, retention, promotion, and training. A goal of the

Oregon Employment Department is to become an employer of choice for individuals of all backgrounds and promote an inclusive workplace culture that encourages diversity and allows employees to excel.

The Communications Team supports the mission and strategic goals of the Employment Department by serving as the primary face of the agency for internal and external communications including public records requests, media inquiries, agency website, and social media presence. Working with the agency's programs, Communications produces publications that promote agency services to employers and job seekers.

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
30%	N	E	Strategic Planning and Policy Formulation Plan and lead the efforts of the Communications Office, Modernization, and Workforce Operations staff to implement the Modernization program's communications infrastructure, strategic communications plan, and agency-wide communication strategies. Responsible for maintaining and updating the agency's strategic communications plan as it relates to the Modernization Program and the Workforce Modernization Project, as needed. Responsible for leading efforts to maintain and update communication policies, procedures, and protocols for the agency; advises Communications Director and agency leadership and management of the public affairs impact of proposed changes to agency programs, policies, and operations, specifically as they relate to Modernization and the Workforce Modernization Project; leads program managers on the design and implementation of communication plans and activities. Leads a team of staff from Communications, Modernization, and Workforce Operations to ensure alignment in communications and outreach efforts across the agency. Serves as the lead on interagency communications initiatives and coordinates multi-agency communications plans and media responses as needed. Works with agency leadership to identify selected audiences, sequence, and timing of communications Collaborates with Modernization Program and Workforce Modernization Project managers on communications artifacts needed for compliance with DAS Enterprise Information Systems Stage Gate and oversight requirements.
30%	N	E	Public Affairs Program Administration Oversees the style and direction of communications collaterals - gives final review on written and designed content, ensuring message, voice, tone, tenor, and design are consistent and strategic. Develops and maintains key communications reference materials for employees (e.g., writing style guide, media relations guide, crisis communications guide)

			Develops external and internal communication materials with an equity lens that emphasize diversity, equity, and inclusion in support of key initiatives, programs, activities, and events.
			Writes and designs presentations and collateral materials; prepares management talking points and scripts for presenters.
			Leads agency efforts to write, edit, and maintain key publications to ensure current and consistent information is available about agency initiatives, activities, and programs.
			Lead team in regular contact with 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 and Modernization Program operations.
30%	N	E	Consultation Advises and leads program and division management on program-specific communication plans and strategies for the agency and for significant and critical statewide initiatives.
			Provides guidance and support for individual initiative program communications plans, as well as language access and ADA accommodations as they pertain to agency communications.
			Reviews internal, partner, and customer-facing communication materials, social media, agency website, one-pagers, videos, surveys, and emails and provides guidance as necessary.
			Provides coaching, consultation and training for the communications team and agency employees on best practices for change-management communication, crisis communication, plain language, and design best practices, as well as internal and customer-facing communication methods.
10%	N	E	Other duties as assigned Leads copywriting, plain-language reviews, and design.
			Acts on behalf of the Communications Director for final approval of communication materials as needed.

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.

Duties are performed in an open office environment with cubicles and audible distractions. May require long periods of sitting, standing, and using a keyboard for word processing. Work environment includes high level of electronic audio/visual/computer hardware equipment. Business needs require frequent communication by telephone, email, and in person. These working conditions are experienced daily. Employee must be able to complete work tasks under these types of conditions and in this type of environment.

The person in this position will experience high workload and rapidly changing priorities. Work often involves multitasking, short timelines, strict deadlines, and the need to deal with conflicting priorities.

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.

- OED Policies and procedures
- DAS policies and procedures
- Oregon Administrative Rules
- Oregon Revised Statutes
- Oregon Public Meetings Requirements
- Executive Orders
- Federal laws and regulations
- OED writing style guide
- Associated Press (AP) style manual
- Americans with Disabilities Act (ADA) communications standards
- Oregon plain language guidelines

b. How are these guidelines used?

Answering inquiries from the general public, local, state and federal elected officials, state and federal agencies, community partners, employees, members of the media, and the general public; accomplish agency and program goals accurately and efficiently.

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?
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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".

OED Director and Deputy Director	Telephone, Teams, in-person, video conference, email, correspondence	To inform, consult, and advise the Director's Office, to coordinate communication strategies, projects, and materials.	Daily or as needed
Agency Executive Team Members and their Deputies	Telephone, Teams, in-person, video conference, email, correspondence	To inform, consult, and advise agency leadership, to coordinate communication strategies, projects, and materials.	Daily or as needed
Communications Director and leadership team	Telephone, Teams, in-person, video conference, email, correspondence	To inform, consult, and advise the Communications leadership team, to coordinate communication strategies, projects, and materials.	Daily or as needed
Modernization Director and leadership team	Telephone, Teams, in-person, video conference, email, correspondence	To inform, consult, and advise the Modernization leadership team, to coordinate communication strategies, projects, and materials.	Daily or as needed
Workforce Operations Director and leadership team	Telephone, Teams, in-person, video conference, email correspondence	To inform, consult, and advise the Workforce Operations leadership team, to coordinate communication strategies, projects, and materials.	Daily or as needed

Workforce Modernization Communications team	Telephone, Teams, in-person, video conference, email, correspondence	To lead, inform, consult, and advise the Workforce Modernization Communications team, to coordinate communication strategies, projects, and materials.	Daily or as needed
Equity and Inclusion Officer and Universal Access Coordinator	Telephone, Teams, in-person, video conference, email, correspondence	To inform, consult, and advise about access issues, to coordinate communication strategies, projects, and materials.	As needed
Agency program employees and subject matter experts	Telephone, Teams, in-person, video conference, email, correspondence, other communications collateral	To inform, consult, and advise about communication needs, to coordinate communication strategies, projects, and materials.	Daily or as needed
Public, Media and Social Media, agency partners, and customers	Telephone, in-person, video conference, email, correspondence, other communications collateral	Respond to public information requests, provide information, provide strategic communication materials, consultation	Daily or as needed
Other local, state, and federal agencies and the National Association of State Workforce Agencies (NASWA)	Telephone, in-person, video conference, email, correspondence	To inform and consult on emerging issues needing advanced communication strategies and methods; prepare shared messaging; provide agency and program-specific information.	As needed
Governor's Office and Legislator Offices	Telephone, Teams, in-person, video conference, email, correspondence	To inform and consult on emerging issues needing advanced communication strategies and methods; prepare shared messaging; provide agency and program-specific information.	As needed
Vendors and Contractors	Telephone, Teams, in-person, video conference, email, correspondence	To inform and consult on emerging issues needing advanced communication strategies and methods; prepare shared messaging; provide agency and program-specific information.	Daily or 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 a daily basis regarding work priorities, handling of politically sensitive issues, and the most appropriate methods of communicating and interacting with diverse audiences.

This position analyzes inquiries from the public, media, external partners, vendors, and employees; explains complex state and federal initiatives, programs, and services; determines appropriate courses of action; and with the Communications, Modernization, and Workforce Operations directors, organizes and prioritizes work assignments for themselves and the Communications Office and other program staff who are assigned to

this project. Errors could result in employee errors costing public dollars, 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 Communications Director, the Modernization Director, the Workforce Operations Director and leadership their teams, as well as the agency Director, Deputy Director, Chief of Staff, and Executive Team members regarding necessary program and/or statewide policies and system modifications, and makes determinations of the most efficient and effective use of agency resources.

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 curser at end of a row (outside table) and hit “Enter”.

Communications Manager 2, Communications Director	1900002	Work is reviewed through broad oversight	Reviews occur as needed	The purpose of the reviews is to provide support towards best practice communications and to ensure agency mission, vision, values, operating principles, policies, procedures, protocols and communication strategies are being effectively implemented and communicated. The purpose of the review is to ensure communications strategies and deliverables are aligned with program and project goals, needs, and oversight requirements.
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Information Technology Administrator 1, Modernization Director	000000107238	Work is reviewed through broad oversight	Reviews occur as needed	
Business Operations Administrator 2	If Brad McKinney: 000000181634	Work is reviewed through broad oversight	Reviews occur as needed	The purpose of the review is to ensure communications strategies and deliverable are aligned with project goals, needs, and oversight requirements.
Business Operations Administrator 2	If Jim Pfarrer: 000000011498	Work is reviewed through broad oversight	Reviews occur as needed	The purpose of the review is to ensure communications strategies and deliverable are aligned with project goals, needs, and oversight requirements.

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 checked="" type="checkbox"/> Plan work | <input type="checkbox"/> Coordinates schedules |
| <input checked="" type="checkbox"/> Assigns work | <input type="checkbox"/> Hires and discharges |
| <input checked="" 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 checked="" type="checkbox"/> Prepares & 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:

This position may require travel, including to multiple Employment Department offices throughout the state. Employee is required to possess and maintain a valid driver's license with an acceptable driving record to check out a State vehicle. If not, they must be able to provide an alternate method of transportation."

- Has extensive experience driving internal and external communications for a large,

public-facing entity

- Has experience with change management communications, specifically with rolling out new systems and decommissioning teams of people
- Has experience in advanced crisis communications, dealing with a negative public image, or responding to a barrage of customer needs
- Has experience and skills facilitating a diverse set of partners, peers, and interested parties with unique needs and priorities
- Can prioritize and manage multiple projects of varying scope and urgency
- Demonstrated excellent writing and copy-editing skills (for a range of audiences and platforms), can make the confusing or ambiguous easy to understand, and pays critical attention to detail
- Analyze programs and identify the characteristics of target audiences and determine the most effective communication techniques to use in reaching these publics
- Effectively and proactively interact with the public including news media representatives and government staff
- Use advanced techniques of publishing and layout for newsletters, news articles and press releases
- Theories, principles and techniques of organizational and interpersonal communication
- Principles and methods of web site information architecture and design layout
- Develop written materials designed to encourage affected publics to adopt positions on a variety of issues
- 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
- Present information orally in a logical and clear manner to explain programs, projects or activities to both internal and external audiences
- 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
- Gather, evaluate and interpret data to arrive at valid conclusions
- Identify complex problems and review related information to develop and evaluate options and implement solutions
- Commit to the OED mission and vision, as well as using equity and inclusion principles to guide decision making and daily work
- Foster a multicultural environment that supports and welcomes people of all abilities and backgrounds
- NOTE: This position requires regular travel to WorkSource Oregon centers throughout the state.
- NOTE: This position requires successfully passing a criminal background check as a condition of employment. This position will have access to Federal Tax Information, which requires a fingerprint- based background check.

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

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

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