



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:

(only change if revisions are made)

Agency: Dept of Transportation

Division: Operations, Urban Mobility Office

This position description is for:

- A new position that is being established
An existing position that is being revised
No change - Annual review

Service Type of this position is:

(Check one box only)

Management Service (X):

- Supervisory (MMS)
Managerial (MMN)
Confidential (MMC)

Unclassified:

- Executive Service (Z)

SECTION 1. POSITION INFORMATION

a. Classification Title: Public Affairs Specialist 3
b. Classification No: X0866
c. Establish Date:
d. Position No: Ltd. Duration
e. Working Title: RQ Public
f. Agency No: 73000
g. Section Title: Urban Mobility/RQ Program
h. Budget Auth No:
i. Employee Name: Vacant
j. Union Repr Code: N/A
k. Work Location (City - County): Portland - Multnomah
l. Supervisor Name: Megan Channell

m. Position: Permanent, Seasonal, Limited Duration, Double Fill
n. Position: Full-Time, Part-Time, Intermittent, Job Share, Academic Year
o. FLSA: Exempt, Non-Exempt; If Exempt: Executive, Professional, Administrative
p. Eligible for Overtime: Yes, No

SECTION 2. PROGRAM AND POSITION INFORMATION

a. 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 Transportation exercises leadership and vision in promoting, developing and managing a statewide network of transportation systems and facilities. These systems and facilities provide access to Oregon for the State's citizens and visitors, provides efficient movement of commerce, goods and services, ensures the safety of transportation systems users, and enhances Oregon's competitive position in national and international markets. ODOT is a geographically-spread organization of approximately 4500 FTE with a \$3.8 billion biennial budget.

The Urban Mobility Office (UMO) delivers the design, development, and implementation of complex multi-modal transportation mega projects and systems for the most densely populated and fastest growing geographical region in the state. The office includes the Comprehensive Congestion Management and Mobility Plan (CCMMP), which outlines priority projects that collectively improve urban mobility across the Portland Metro region with tolling as an essential funding strategy. The UMO's public affairs, economic equity, mega project delivery and toll programs support this work. In addition, the office includes a large consultant staff, potentially numbered in the hundreds, to successfully deliver the largest and most complex infrastructure projects and initiatives in the state.

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 I-5 Rose Quarter Improvement Project adds auxiliary lanes and shoulders to reduce congestion and improve safety on the main north-south freeway on the west coast and redesigns the multimodal local street network. The project will smooth traffic flow on I-5 between I-84 and I-405 where three interstates intersect and feature the biggest traffic bottleneck in Oregon. The project also will improve community connections by redesigning overpasses and reconnecting neighborhood streets, enhancing public spaces, and promoting economic development opportunities. The project's transportation improvements allow the City to implement the development goals for the N/NE area and realize the City's Central City 2035 Plan.

The Rose Quarter Public Outreach and Media Manager is responsible for developing new methods and approaches in planning, integrating and evaluating the Rose Quarter public affairs program. This includes directing and managing the media coordination and community outreach to diverse stakeholders and for implementing an inclusive and broad engagement process for the I-5 Rose Quarter Improvement Project during the planning/environmental, design and construction phases.

As a member of the project's delivery team, they counsel Project and UMO leadership on public engagement and communications strategies. The Public Outreach and Media Manager plans and is responsible for implementation, oversight, and outcomes for outreach and communications efforts. The Public Outreach and Media Manager directs the work of the Project's public involvement and communications consultants, provides direction, manages strategic communications planning, ensures a quality work product, and is the liaison between UMO staff and stakeholders for these areas. They collaborate with the project team and UMO leadership on ways to achieve project goals and objectives.

The Public Outreach and Media Manager works closely with the UMO Communications Director, Rose Quarter Public Involvement and Communications Manager, ODOT Region 1 Community Affairs Manager, Public Information Officer, and Government Liaison, as well as ODOT State Communications staff to ensure consistent messaging, project coordination, and compliance with protocols and policies.

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 – for ADA purposes.

The following are general requirements for performance of the duties listed below: maintains regular and punctual attendance; contributes to a positive and productive work environment; establishes and maintains professional and collaborative working relationships with all contacts.

Be a respectful member of a team, which includes communicating and working effectively and appropriately

with a variety of individuals or groups with diverse cultural beliefs, values and behaviors.

Be responsible for achieving the Department's Affirmative Action goals through recruitment, selection and retention of protected class individuals. Promote and support the value the Department places on Equal Employment Opportunity (EEO), Affirmative Action (AA), Diversity and Working Guidelines through individual actions and interactions with employees, applicants, stakeholders, community partners, and landowners.

% of Time	N/R/NC	E/NE	DUTIES
20%	N	E	<p>Strategic Planning and Policy Formulation</p> <ul style="list-style-type: none"> • 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. • Monitors and manage all public involvement and strategic communications aspects for the Project's scope, schedule and budget. • Solves operational problems between ODOT and external entities such as federal, state, local jurisdictions and regional community organizations. • Provides intergovernmental relations recommendations to Project Director and UMO management, including jurisdictional and stakeholder involvement, agreements and roles and responsibilities for Project's public involvement and communications. • 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. • Facilitates meetings among internal and external stakeholders, often addressing contentious issues. • Reviews and approves public involvement and strategic communication plans and work plans. • Ensures a broad and inclusive community engagement and information efforts. • Develops, negotiates, and administers the public involvement and strategic communications portions of the Project's contracts. • Accepts and approves consultant public involvement and communications deliverables. • Ensures messaging is timely and accurate. • Maintains quality control standards, as well as public involvement and communication best practices. • Develops and monitors performance outcomes and measures. • Prepares and delivers project updates and presentations to regional elected officials and other jurisdictions. • Represents the agency and acts as the agency spokesperson with other agencies, other jurisdictions, elected officials and community organizations.
20%	N	E	<p>Prepares budgets and schedules for Project communications and public involvement activities.</p> <ul style="list-style-type: none"> • Develops and monitors the work plan and associated schedules

			and budgets for community engagement activities during the design and construction phases.
35%	N	E	<p>Media relations administration for the Project.</p> <ul style="list-style-type: none"> • 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. • Provides proactive communications and timely responses to reporter inquiries. • Collaborates with the UMO Communications Director, Region 1 PIO and ODOT Communications Branch staff. • Develops proactive media outreach and cultivates earned media stories. Contact media representatives to initiate articles and news releases about the Rose Quarter project; communicate with media representatives about sensitive or controversial information; create press kits and other media information. • Oversees social media planning and implementation. • 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.
10%	N	E	<p>Coordinates participation by special interest groups and stakeholders in engineering and construction planning activities, including urban design.</p> <ul style="list-style-type: none"> • Negotiates with key stakeholders and other jurisdictions to find a consensus solution to issues impacting the Project. • Advises Project and UMO leadership on the needs, interests, and concerns of various stakeholders and makes recommendations on the best way to addressing any issues.
5%	N	E	<p>Manages Project advisory groups.</p> <ul style="list-style-type: none"> • Oversees staff support and logistics. • Works with group on achieving outcomes. • Ensures compliance with any public meetings laws and requirements. • Develops membership selection process and manages membership vacancies.
5%	N	E	<p>Provides oversight for the public involvement and communication needs for the Project's economic opportunities [Disadvantaged Business Enterprise (DBE) and On the Job Training (OJT)] program.</p> <ul style="list-style-type: none"> • Oversees staff support and logistics needed to execute the DBE and OJT stakeholder engagement efforts. • Coordinates with ODOT's Economic Equity Manager, Project's DBE and OJT consultant teams on communications and messaging for program activities.
5%	N	E	<p>Other: Work collaboratively with other staff in the Urban Mobility Office on</p>

			assigned work not related to Rose Quarter or the program.
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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.

This position operates in an office environment with a heightened need for transparency and accountability. Frequent contact with a variety of customers, co-workers and vendors requires effective communication and the ability to appropriately handle situations that may be stressful, emotionally charged or hostile.

Additional conditions:

General office conditions: Employee will have frequent, short notice and short time frames for completion of assignments. Position requires extensive and varied use of personal computer (email, word processing, spreadsheets, databases, project scheduling, etc.) Position may require occasional travel that may include driving a state or personal vehicle on state business. Employee must maintain a valid driver's license and the ability to drive.

Diversity: The Urban Mobility Office is committed to diversity. Diversity efforts reinforce respectful treatment of others in the workplace. These efforts focus on identifying ways to work better together, reducing conflict by increasing understanding, improving collaboration, fostering teamwork, and increasing productivity and quality of services delivered by the Urban Mobility Office.

Team Environment: The Urban Mobility Office has a team oriented environment. Working in a team oriented environment requires participative decision making and cooperative interactions among staff and management. Team participation requires being prepared for meetings, bringing issues and possible solutions for the team to resolve, obtaining agreement through the use of consensus when appropriate, giving and receiving feedback, committing to support and help other team members, sharing in the leadership of the team and agreeing to buy-in and actively support decisions made by the management team. This position may also be required to participate in cross functional or problem solving teams as needed.

Data sensitivity: This position has access to personally identifiable information and will be expected to follow the department's policies related to data security

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.

- Federal Aid Highway Statutes and Federal Aid Program Manual
- Federal Register
- State and Federal funding bills
- State land use and transportation statutes
- Federal transportation planning procedures
- State and Federal environmental and hazardous materials laws and regulations, including NEPA and NPDES
- Department Administrative Rules
- Oregon Action Plan for Project Development
- Department of Administrative Services administrative rules
- Metro (MPO) transportation program rules

- ODOT policies and procedures
- Oregon Benchmarks
- ODOT management and team directives, branch policies and state account procedures
- Oregon Revised Statutes
- Oregon Highway Plan
- ODOT Statewide Strategic Plan, Mission and Vision
- Region 1 Strategic Plan
- ODOT Strategic Communications Plan

b. How are these guidelines used?

These guidelines are used daily to give consultative advice on the administrative, policy, programmatic and management aspects of agency operations.

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>			
The Public	Phone/Writing/In person	Represent ODOT and the Urban Mobility Office; manage letters, mailers and the public process.	Daily
External Partners	Phone/Writing/In person	Manage cooperative public programs	Daily
Local jurisdiction staff and special interest groups	Phone/Writing/In person	Research and respond to inquiries from jurisdiction staff and special interest groups. Represent ODOT and the Urban Mobility Office in discussion of projects affecting other jurisdictions.	Daily
UMO Management	Phone/Writing/In person	Document communications, gather information, and coordinate on projects	Daily
UMO Staff/ODOT Staff	Phone/Writing/In person	Document communications, gather information, and coordinate on projects.	Daily
Media	Phone/Writing/In person	Provide project information, respond to inquiries, and help to resolve issues.	Daily

SECTION 7. POSITION RELATED DECISION MAKING

a) Describe the typical decisions of this position.

This position develops new methods and approaches in planning, integrating and evaluating the public affairs program for a large division. 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. Employees oversee the full scope of public affairs work including planning and implementing communication plans. This work includes analyzing and planning communications strategy, identifying communication issues and solving complex communications problems.

Good judgement pertaining to what information is acceptable to share, when and with whom is required and must be determined by weighing what is in the best interest of ODOT and the Urban Mobility Office. The incumbent in this position will decide how and when to communicate information relating primarily to the Toll Program to stakeholders and the media.

Incumbent must make decisions regarding allocation of project and consultant resources in addition to prioritization of highly complex and sensitive work. These decisions affect the timing, staffing, and funding of

the Project. The incumbent must interpret and act upon legislative requirements, FHWA rules, and other laws and guidelines related to the project. They make decisions as part of the contracting process affecting staffing, consultants, projects and budget controls. Decisions related to ongoing support and communication needs of internal and external stakeholders, as well as legislators and other jurisdictions are made by the incumbent. They assign work, develop work procedures, provide direction to consultant teams, review project work, accept consultant deliverables, and ensure the highest standard of quality.

Major strategic decisions are made which significantly affect the success of meeting legislative mandates, allocating funding, and meeting key milestones in State and Region business plans. Day to day, high level decisions are made on issues relating to special initiatives, intergovernmental strategies, schedules, budgets and problem resolution.

b) Explain the direct effect of these decisions.

It is imperative that decisions avoid negative impact on the public, employee grievances, our ability to meet legislative timeframes, and our ability to accomplish organizational mission and goals. Decisions leading to inaccurate analyses, communications issues, and cost/workload forecasts can adversely affect meeting requirements in legislation, credibility with the legislature and other key external stakeholders.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position No.	How	How Often	Purpose of Review
<i>Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".</i>				
UMO Communications Director (OPA4)	1601014	Individual meetings, team meetings	Daily	To monitor overall progress on assigned duties, coordinate work, evaluate the quality and quantity of work performed and to review the status of Programs. The review is also to respond to the unexpected or highly sensitive matters and provide direction where agency position is not clear.
Rose Quarter Director (PEMG)	1601041	Individual meetings, team meetings	Weekly	To monitor overall progress on assigned duties, coordinate work, evaluate the quality and quantity of work performed and to review the status of projects. The review is also to respond to the unexpected or highly sensitive matters and provide direction where agency position is not clear.
UMO Deputy Director (PEMH)	0033001	Individual meetings, team meetings	As needed	Provide guidance and support as needed.
UMO Director (PEMI)	1111008	Individual meetings, team meetings	As needed	Provide guidance and support as needed.

SECTION 9. OVERSIGHT FUNCTIONS FOR MANAGEMENT SERVICE SUPERVISORY (MMS) 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

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

- Possession of a valid driver's license.
- Strong communication skills – ability to communicate technical content in an understandable manner to general audiences, good writing skills, ability to cater messages to specific audiences such as ODOT leadership, agency partners, and technical teams; ability to communicate needs to technical staff and understand analytical capabilities given specific time/budget constraints;
- Project management skills – ability to work on and lead multiple assignments while scoping, assigning, reviewing and coordinating with staff and business partners.
- Demonstrated ability to exercise discretion and independent judgment while communicating with high-profile individuals in a tactful and professional manner.
- Coordination skills – experience coordinating efforts with internal staff, executives, locals, other state agencies, federal and level of involvement

Desired Attributes/Application Scoring Criteria for the Recruitment Announcement

- Experience drafting content for social media and creating communications strategies for a diverse and multi-lingual audience.
- Experience establishing and maintaining positive working relationships with community members and organizations.
- Experience developing community engagement and outreach strategies to increase awareness and understanding of complex policies, programs and projects
- Demonstrated ability to work on tight timelines and anticipate communications needs of programs and projects.

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

Operating Area <i>(Personal Services; Services & Supplies; Capital Outlay)</i>	Biennial Amount (\$00000.00)	Fund Type <i>(General; Other; Federal; Lottery)</i>
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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".

N/A		

