



# POSITION DESCRIPTION



Agency: Oregon Parks and Recreation Department

Region: Salem Headquarters

Management Unit / Division: Communications

Position Description Status:  New  Revised

- Classified Represented
- Classified Unrepresented
- Executive Service
- Mgmt Svc - Supervisory
- Mgmt Svc - Managerial
- Mgmt Svc - Confidential

## SECTION 1. POSITION INFORMATION

<b>Employee Name</b>	Vacant	<b>Position Number</b>	4771024
<b>Supervisor Name</b>	Lauren Wirtis	<b>Budget Authorization Number</b>	000479640
<b>Position Establishment Date</b>	11/01/71	<b>Agency Number</b>	63400
<b>Classification Title</b>	Public Affairs Specialist 2	<b>Representation Code</b>	OAO
<b>Classification Number</b>	C0865	<b>Position Description Revised Date</b>	06/01/2026
<b>Working Title</b>	Communications Specialist		
<b>Work Location (Park)</b>	Salem Headquarters	<b>Employee Review Date</b>	_____

- POSITION**
- Permanent
  - Seasonal
  - Full-time
  - Part-time
  - Limited Duration
  - Intermittent
  - Academic Year
  - Job Share
- FLSA**  Exempt  Non-Exempt
- IF EXEMPT**
- Executive
  - Professional
  - Administrative
- 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.**

Oregon Parks and Recreation Department (OPRD) fulfills its mission to “Provide and protect outstanding natural, scenic, cultural, historic and recreational sites for the enjoyment and education of present and future generations” by operating a system of state parks, historic and natural areas, managing recreation and historic preservation programs, and providing assistance to local governments for recreation and heritage conservation. OPRD serves more than 50 million visitors per to Oregon’s 250 park areas statewide. OPRD does this through its vision of “Taking the long view to protect Oregon’s special places and provide the greatest experience while creating stable future funding”. OPRD upholds its mission and vision through the following operating principles: Accountability, Commitment, Empathy, Empowerment, Fun, Integrity, Respect and Well Being. The agency’s current approved budget information can be found online under [budget and facts](#).

The Communications Division is responsible for media relations, internal and external communication, social media, brand management, marketing (both traditional and digital), and print production.

**b. Briefly describe (usually one or two sentences are sufficient) 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 devise and execute communication strategies and tactics. Represents agency with important stakeholders for a variety of purposes. The scope of this work is agency-wide and has

statewide significance and impact. Duties involve identifying communication issues, developing communication strategies, implementing those strategies, and evaluating the impact of those strategies and adapting for effectiveness. The position will carry out projects independently and coordinating the work with others while interpreting policy and determining the approach, methods and techniques.

**SECTION 3. POSITION DUTIES**

List position's major duties, stating percentage of time of each duty.

**N** New  
**R** Revised  
**NC** No Change  
**E** Essential Functions  
**NE** Non-Essential Functions

% OF TIME	DUTIES N / R / NC	E / NE	DESCRIPTION
<b>Strategic Communications Planning</b>			
			<p>Strategize:</p> <ul style="list-style-type: none"> <li>• Develops communication goals and objectives independently and in concert with park managers and agency leadership. Collects and summarizes information about agency programs in order to make recommendations about communication strategy.</li> <li>• Identifies and informs leadership of potential communication challenges that could arise from controversial or complex projects.</li> <li>• Recommends strategic communication approaches to ensure OPRD position is transparent and clearly communicated to impacted audiences.</li> </ul> <p>Implement and advise:</p> <ul style="list-style-type: none"> <li>• Develops and implements communication plans for major agency projects and initiatives.</li> <li>• Lead or support, as requested, public information officer functions needed by agency units, or by multiagency teams with shared missions or goals.</li> <li>• Write public involvement plans that identify the specific audiences, establish methods for reaching these audiences, and craft messages tailored to these audiences based on available data, surveys and input from those audiences.</li> <li>• Modifies traditional approaches to communications when necessary to achieve the intended purpose.</li> <li>• Serves as communication advisor on internal work groups and develops strategic communications plans that bring in other Communications Division expertise as needed.</li> <li>• Advises park managers and other internal clients on likely outcomes and returns on investment of time, staffing and budget related to communications projects.</li> </ul> <p>Evaluate:</p> <ul style="list-style-type: none"> <li>• Evaluates outcomes and efficacy of communication strategies and recommends changes to improve communication practices and capitalize on opportunities.</li> <li>• Track issues and media coverage to anticipate communication needs and recommend communications approaches. Provide agency with regular media/blog/news analysis on high profile issues.</li> </ul>
40	R	E	
<b>Communication Materials Development and Staff Training</b>			
			<p>Evaluates agency's content needs as part of larger strategic messaging and promotion objectives.</p> <p>Coordination of material development within OPRD and across related agencies. Writes original copy for feature stories, press releases, talking points, fact sheets, web copy, frequently asked questions and newsletters for internal and external audiences.</p>
30	R	E	

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Develop templates or other internal educational materials that document processes and establish templates to support staff communications.

Provide training to staff on topics that include but are not limited to media relations, plain language, and developing communications plans.

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### **Media Relations**

Develops media communication plans to promote or clarify agency programs and initiatives.

Prepares news releases, media advisories and supporting materials for media events. Arranges media access for agency events.

Establish and maintain professional relationships with public media on issues of strategic importance.

30            R            E

Identifies gaps in public understanding and creates strategies to address these gaps with media partners.

Connect reporters with agency experts for interview. Facilitate or arrange for television appearances or radio and newspaper interviews.

Contact newspaper editors', promote the agency's view point, clarify information or schedule publication of articles.

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100%

## **SECTION 4. WORKING CONDITIONS**

***Based on position requirements, include the appropriate working conditions section from the selections below and add any working conditions unique to the position.***

Work is primarily performed in an office setting. Sits or stands for long periods of time. Needs adequate vision and hearing, manual dexterity, communication and motor skills to perform the duties of the position. Operates office equipment and computers requiring repetitive use of arms, wrists, and hands. May occasionally lift and move up to 35 pounds and infrequently up to 50 pounds or more with assistance. May be required to attend meetings or perform duties outside of normal office hours. Moves throughout facilities and grounds and may drive a motor vehicle. May travel to parks or other sites for training and meetings. Occasional overnight travel. Possibility of exposure to hostile and offensive language and actions from the public. Uses appropriate safety and personal protective equipment and follows established safety policies, practices and procedures. Performs duties of position with or without reasonable accommodation.

## **SECTION 5. GUIDELINES**

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

State laws and administrative rules; OPRD policies and procedures; laws and rules relating to OPRD or parks and recreation in general; personnel policies; beach laws; park rules; scenic waterway laws and rules; OPRD printing, purchasing and contracting laws and rules.

***b. How are these guidelines used?***

They govern interactions with public, contractors, staff.

## **SECTION 6. WORK CONTACTS**

***Excluding co-workers***, list the people an employee in this position regularly contacts.

WHO CONTACTED	HOW	PURPOSE	HOW OFTEN
Media Representatives	In person, in writing, by phone	Support reporting of accurate information that supports understanding of OPRD programs and safe use of facilities.	Regularly
Agency Executives	In person, in writing, by phone	Determine communication needs and content, strategize, recommend solutions, and coordinate projects.	Regularly
Other public employees	In person, in writing, by phone	Determine communication needs and content, coordinate projects, represent department interests on key projects.	Regularly

## SECTION 7. POSITION-RELATED DECISION MAKING

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

This position devises messages and related communications products and helps create and implement complex communications plans. This position reviews and recommends changes to agency communication practices to address complex public affairs issues, and is called upon to change and adapt those practices when necessary to achieve agency objectives. When done well, this position builds OPRD's image, increases public understanding and satisfaction, and advances revenue and other business goals. When done poorly, OPRD's image and goodwill can suffer.

## SECTION 8. REVIEW OF WORK

**Who reviews the work of the position?**

CLASSIFICATION TITLE	POSITION NUMBER	HOW	HOW OFTEN	PURPOSE OF REVIEW
Communications Manager 2	TBD	Orally and in writing	Formally: quarterly	Assess results

## SECTION 9. OVERSIGHT FUNCTIONS

**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"/> Plans 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:** Based on position requirements, include the appropriate special requirements below (delete any NOT required) and add any knowledge, skills, certificates, and licenses needed at the time of hire that are not contained in the current classification specifications.

### SPECIAL REQUIREMENTS – OFFICE POSITIONS

Must meet the following special requirements:

- have a criminal history background check that meets OPRD criteria
- have a driving record that meets OPRD standards and possess a valid driver's license at time of hire and throughout employment

- comply with and adhere to applicable federal, state, local, and agency rules, laws, standards, procedures, and policies

**The person in this position must have:**

- Ability to analyze programs and identify the characteristics of target audiences and determine the most effective communication techniques to reach them.
- Effectively interact with a variety of audiences, including news media, government officials.
- Write so that an audience with different levels of comprehension or interest can understand the material.
- Speak with poise and clarity, so that audiences with differing levels of comprehension can understand the presentation.
- Present information orally in a logical and clear manner to explain programs, projects or activities to both internal and external audiences.
- Explain points of view in structured and unstructured situations.
- Interact with others and avoid offense in dealing with people.
- Work with people having different interests to attain mutual positive ends.
- 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, take time to understand the points being made, ask questions as appropriate and not interrupt at inappropriate times.
- Consider the relative costs and benefits of potential actions to choose the most appropriate one.
- Gather, evaluate and interpret data to arrive at valid conclusions.
- Identify sources of information, what kinds of information are needed and apply different methods of collecting data.
- Identify complex problems and review related information to develop and evaluate options and implement solutions.
- Develop specific goals and plans to prioritize, organize and accomplish work.

**The person in this position could also have:**

- Skill in writing messaging for media to achieve agency objectives.
- Skill in intermediate digital photo, video and audio content creation and editing.
- Skill in preparing for and participating in tourism-oriented media interviews.
- Skill writing and editing formal internal staff communications.

**BUDGET AUTHORITY:** *If position has authority to commit agency operating money, provide the following:*

OPERATING AREA	BIENNIAL AMOUNT	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, and employee name and position number. (Classification specification and salary information can be found at <http://www.oregon.gov/Pages/cgi-bin/ccrt.aspx?pg=ccrt>)

**SECTION 12. SIGNATURES**

_____ EMPLOYEE SIGNATURE	_____ DATE	_____ SUPERVISOR SIGNATURE	_____ DATE
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APPOINTING AUTHORITY SIGNATURE      DATE

