



**STATE OF OREGON
POSITION DESCRIPTION**

Position Revised Date:
August 3, 2026

This position is:

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

Agency: Oregon State Fire Marshal

Division: Executive Administration

☒ New ☐ Revised

SECTION 1. POSITION INFORMATION

a. Classification Title: Public Affairs Specialist 2 b. Classification No: 0865
c. Working Title: Bilingual Public Affairs Specialist d. PPDB No/WD ID: TBD
e. Section Title: Public Affairs f. Agency No: 26000
g. Employee Name: Vacant h. Budget Auth No: Non-budgeted
i. Supervisor Name: Kassie Keller j. Repr. Code: AF
k. Work Location (City – County): Salem – Marion

l. Position: ☐ Permanent ☐ Seasonal ☒ Limited Duration ☐ Academic Year
☐ Full-Time ☐ Part-Time ☐ Intermittent ☐ Job Share
m. FLSA: ☐ Exempt If Exempt: ☐ Executive/Supervisory ☒ Yes
☒ Non-Exempt ☐ Administrative ☐ No
☐ Professional ☐ Computer
n. 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.

The mission of the Oregon State Fire Marshal (OSFM) is to protect people, property, and the environment from fire and hazardous materials. To achieve our mission, OSFM employees serve the more than four million people living in Oregon through prevention education, preparedness, life safety codes and regulations, and emergency response functions. The department also provides expertise, technical assistance, model programs, and materials to local, state, private, and public groups to collaboratively reduce fire losses. The OSFM has a connection with the Oregon fire service through existing Oregon statutes where the fire service receives various authorities through the state fire marshal. The work we do ensures that the OSFM is able to partner with more than 300 fire districts/departments and 13,000 firefighters to meet our mutual missions and priorities of protecting Oregon.

At the Oregon State Fire Marshal, we actively support a workforce representative of the communities we serve. We embrace diversity, practice inclusive excellence, and strive for equity and belonging to maintain a workplace where everyone is treated with respect and dignity. We value all lived experiences and welcome members of historically underrepresented racial/ethnic groups, LGBTQIA2S+, women, individuals with disabilities, veterans, and others.

The Public Affairs Unit works with media partners to fulfill requests, manages internal and external messaging and branding, oversees the agency website and social media channels, and develops reports.

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 purpose of this position is to administer the full spectrum of public affairs functions for the Oregon State Fire Marshal by developing and executing communication strategies, managing media and public engagement, and leading public involvement efforts that require advanced analytical and communication skills. As a bilingual specialist fluent in Spanish with strong cultural competency, this role ensures that critical fire and life safety information is accessible, trusted, and culturally responsive for Oregon’s Hispanic and Latino communities. By identifying barriers to public understanding and creating effective alternative communication approaches, the position strengthens the OSFM’s all-hazards mission, supports statewide resilience initiatives, and enhances outreach to communities most at risk from wildfire and other complex emergencies.

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
25%	N	E	Communication Planning & Strategy: - Assess program objectives, public sentiment, and demographic data to develop culturally responsive communications for Spanish-speaking audiences. - Design and implement multilingual communication plans supporting OSFM initiatives (e.g., community risk reduction, wildfire preparedness).
25%	N	E	Media & Public Engagement: - Serve as bilingual liaison for Spanish-language media; manage interviews, news releases, and spokesperson duties during emergencies and campaigns. - Monitor Spanish-language media for emerging issues and proactively create response strategies. - Represent the OSFM at community events, listening sessions, and meetings with culturally-specific organizations. - Build and sustain partnerships to strengthen outreach to underserved and high-risk communities.
25%	N	E	Digital & Content Communications: - Create, translate, and adapt digital content (website copy and page design, social media posts, graphics, and videos) to ensure accessibility and accuracy for Spanish-speaking communities. - Collaborate with others as needed on content flow and quality control.

			• Take photos and videos. Edit as needed to tell the appropriate story. • Ensure all printed and digital communication materials follow brand standards to maintain an effective agency brand and public trust. • Use Associated Press style for editing and grammar to deliver well written and error free communications to journalists, the public, and others. • Support social media strategy by curating and producing engaging content to effectively reach Oregonians.
15%	N	E	Equity & Programmatic Support: • Integrate equity and social vulnerability considerations into communications strategies and grant-related outreach. • Apply cultural insights to enhance OSFM programs like defensible space education, evacuation readiness, smoke alarm awareness, and lithium-ion battery safety.
10%	NC	E	Emergency Operations and Other Duties • Will be used during emergencies to assist as assigned by a manager; such assistance may include aiding the emergency effort in the field or in the Agency Operations Center, as well as backfilling a position that is being used in direct support to the emergency. • Assist other staff and programs in the overall mission of the OSFM.
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.

- Works in a standard office environment and home office.
- May require consistent travel:
 - To take photos and video at various events.
 - To events to ensure accuracy or gain first-hand knowledge of articles developed for The Gated Wye monthly newsletter and other communications.
 - To support agency staff.
- Requires a valid driver's license with an acceptable driving record.
- Remote work options may be available, determined by the business needs of the agency.
- During emergencies, this position will work some off hours including nights and weekends.

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.

- Oregon Revised Statutes and Administrative Rules
- OSFM policies and procedures
- Department of Administrative Services (DAS) policies and procedures
- Associated Press Stylebook

b. How are these guidelines used?

These guidelines are used to follow policies and procedures and perform the job duties required of this position.

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?
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".			
Fire Department Personnel	Phone/Person/Written	Obtain information for newsletters/projects	Weekly or as needed
Oregonians	Phone/Written	Provide information	Daily
Other Agency Staff	Phone/Person/Written	Obtain/provide information	Daily
Federal Agencies	Phone/Person/Written	Obtain/provide Information	Occasional
Other Government Agencies	Phone/Person/Written	Obtain/provide information	Occasional
Media	Phone/Person/Written	Provide information	As needed

SECTION 7. POSITION RELATED DECISION MAKING

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

This position regularly decides on communication strategies to represent the organization's mission, values, and goals effectively to various groups, including the public, media, and internal teams. They choose messaging tone, prioritize communication channels, and determine the timing of news releases and public statements. They also decide on responses to inquiries from the media and public, ensuring alignment with organizational policies and objectives. They evaluate which community partnerships or events to engage in and allocate resources to maximize impact.

These decisions directly affect the organization's public image, trustworthiness, and credibility. Effective communication fosters stronger community relationships, enhances public understanding of organizational initiatives, and lessens potential reputational risks. Poorly timed or misaligned messaging could lead to misunderstandings, decreased public confidence, or heightened scrutiny. Strategic decisions in community engagement can also build goodwill, influence public perception, and support the organization's long-term objectives.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
Public Affairs Specialist 3	3100914	One-on-one meetings, verbal and written follow-up.	Weekly, quarterly, and as needed	To ensure quality of work and provide feedback for improvement if needed. Quarterly performance evaluation check-ins.

SECTION 9. OVERSIGHT FUNCTIONS

THIS SECTION IS FOR SUPERVISORY POSITIONS ONLY

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

b. Which of the following activities does this position do?

- | | |
|--|---|
| ☐ Plan work | ☐ Coordinates schedules |
| ☐ Assigns work | ☐ Hires and discharges |
| ☐ Approves work | ☐ Recommends hiring |
| ☐ Responds to grievances | ☐ Gives input for performance evaluations |
| ☐ Disciplines and rewards | ☐ 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:

- Full professional fluency in Spanish and English; a differential of five percent (5%) will be added to base pay.
- Experience writing in the Associated Press Style for many formats such as reports, website content, social media posts, letters, emails, etc.
- Experience using computer programs such as graphic design programs, video editing programs, Microsoft Office Suite, and SharePoint.
- Knowledge of best practices for publishing and layout of newsletters, news articles, and press releases.
- Experience updating websites using a content management system.
- Ability to effectively interact with a variety of people such as news reporters, other employees, the public, and partner agencies.
- Ability to use critical thinking, emotional intelligence, and sound judgement while interacting with others.

The individual in this position 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 other state agencies, and community partners as well as division and agency staff and supervisors through active participation in accomplishing group projects and in identifying and resolving 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.

Regular attendance is an essential function required to meet the demands of this job and to provide necessary services.

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

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

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