

Public Affairs Specialist, GS-1035-12

POSITION DESCRIPTION COVER SHEET

REASON FOR THIS POSITION										POSITION DESCRIPTION COVER SHEET			
<input type="checkbox"/> 1. NEW	<input type="checkbox"/> 2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER	<input type="checkbox"/> 3. REPLACES PD NUMBER											
RECOMMENDED													
4. TITLE Public Affairs Specialist							5. PAY PLAN GS	6. SERIES 1035	7. GRADE 12				
8. WORKING TITLE (Optional)						9. INCUMBENT (Optional)							
OFFICIAL													
10. TITLE Public Affairs Specialist													
11. PP GS	12. SERIES 1035	13. FUNC	14. GRADE 12	15. DATE MONTH DAY YEAR			16. I/A <input type="checkbox"/> Yes <input type="checkbox"/> No		17. CLASSIFIER Kayla D. Ascher				
18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)													
1st Natural Resources Conservation Service					5th								
2nd KS State Conservationists Off					6th								
3rd State Conservationists Staff					7th								
4th Salina 760 S Broadway					8th								
SUPERVISOR'S CERTIFICATION													
I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationship and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or misleading statements may constitute violations of such statute or their implementing regulations.													
19. SUPERVISOR'S SIGNATURE						20. DATE		22. SECOND LEVEL SUPERVISOR'S SIGNATURE				23. DATE	
21. SUPERVISOR'S NAME AND TITLE						24. SECOND LEVEL SUPERVISOR'S NAME AND TITLE							
FACTOR EVALUATION SYSTEM													
FACTOR		25. FLD / BMK		26. POINTS		FACTOR		25. FLD / BMK		26. POINTS			
1. Knowledge Required		FLD 1-7		1,250		6. Personal Contacts		FLD 6-3		60			
2. Supervisory Controls		BMK 12-3		450		7. Purpose of Contacts		BMK 12-1		120			
3. Guidelines		FLD 3-4		450		8. Physical Demands		FLD 8-1		5			
4. Complexity		BMK 12-1		325		9. Work Environment		FLD 9-1		5			
5. Scope and Effect		BMK 12-1		225		27. TOTAL POINTS ►					27. 2,890		
										28. GRADE ►		28. GS-12	
CLASSIFICATION CERTIFICATION													
I certify that this position has been classified as required by Title 5, US Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with the most applicable published standards.													
29. SIGNATURE										30. DATE			
31. NAME AND TITLE Jane Medina, Human Resources Manager													
32. REMARKS This position is determined to be EXEMPT from the provisions of FLSA based on the ADMINISTRATIVE Exemption criteria.										33. OPM CERTIFICATION NUMBER			

MASTER RECORD/INDIVIDUAL POSITION DATA
THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA					
1. FUNCTION (1) A/C/D/I/R	2. DEPT. CD./AGCY-BUR-CD. (4) AG 16	3. SON (4) 5275	4. MR. NO. (8)	5. GRADE (2) 12	6. IP NO. (8)

B. MASTER RECORD									
1. PAY PLAN (2) GS	2. OCC. SER. (4) 1035	3. OCC. FUNC. CD. (2)	4. OFF. TITLE CD. (5) 0003	5. OFF. TITLE (38) Public Aff Spectist					
6. HQ. FLD. CD. (1) 1 = HQ 2 = FLD	7. SUP. CD. (1) 4	3. OCC. FUNC. CD. (2) 1 = Sup. SGEG 3 = Mgr. SGEG 4 = Sup. CSRA		5. Mgmt. CSRA 6 = Leader LGEG 8 = All Others		8. CLASS. STD. CD. (1) X	9. INTERDIS. CD. (1) N = No Y = Interdis		10. DT. CLASS (6) MO DAY YEAR
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary		12. INACT / ACT (1) I = Inactive A = Active		13. DT. ABOL. (6) MO DAY YEAR		14. DT. INACT / REACT (6) MO DAY YEAR		15. AGCY. USE (10)	
16. INTERDIS. SER. (40)		(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)
17. INTERDIS. TITLE CD. (50)		(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)

C. INDIVIDUAL POSITION											
1. FLSA CD. (1) E	2. FIN. DIS. REQ. (1) 0Y		3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C			4. POS. SENS. (1) 1N		5. COMP. LEV. (4) 1035			
6. WK. TITLE CD. (4)		7. WK. TITLE (38)									
8. ORG. STR. CD. (18)		9. VAC. REV. CD. (1)		0 = Position Action A = No Change B = Lower Grade C = Higher Grade D = Different title and / or series E = New Position / New FTE							
10. TARGET GD. (2)	11. LANG. REQ. (2)	12. PROJ. DTY. IND. (1) Blank = N/A Y = Yes	13. DUTY STATION (9) State (2) City (4) County (3) 20 4900 169		14. BUS. CD. (4) 8888	15. DT. LST. AUDIT (6) MO DAY YEAR		16. PAS. IND. (1) Blank = N/A 1 = PAS	17. DATE EST. (6) MO DAY YEAR		
18. GD. BASIS. IND. (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup. / SGEG 4 = Sup. / Program 5 = RGE 6 = Policy Analysis 7 = Equipment Devel. Guide 8 = Agency Use 9 = Agency Use ALPHAS = Agency Use					19. DT. REQ. REC. (6) MO DAY YEAR		20. NTE. DT. (6) MO DAY YEAR		21. POS. ST. BUD (1) Y Y = Perm N = Other		
22. MAINT. REV. / CLASS. ACT. CD. (2) (1st Digit = Activity and 2nd Digit = Results)											
Normal Act 1 = Desk Audit 2 = Sup. Audit 3 = Paper Rev. 4 = PME / Activity Rev.			Maintenance Review Act 5 = Desk Audit 6 = Sup. Audit 7 = Paper Rev. 8 = Panel Rev.			Results 1 = No Action Req. 2 = Minor PD Change 3 = New PD Req. 4 = Title Change 5 = Series Change 6 = Pos. Upgrade 7 = Pos. Downgrade 8 = New Pos. 9 = Other					
23. DT. EMP. ASGN. (6) MO DAY YEAR		24. DT. ABOL. (6) MO DAY YEAR		25. INACT / ACT (1) 1 = Inact. 2 = Act.		26. DT. INACT / REACT (6) MO DAY YEAR		27. ACCTG. STAT. (4) 0020		28. INT. ASGN. SER. (4)	29. AGCY. USE (8)
30. CLASSIFIER'S SIGNATURE						31. DATE					
32. REMARKS											

INTRODUCTION

This position is located in the Kansas State Office (SO). The incumbent serves as a public affairs specialist and has responsibility for developing, coordinating, and carrying out a sound public information program to communicate agency policies, programs, services, and activities throughout the state.

DUTIES AND RESPONSIBILITIES

Serves as a member of the Kansas Management Team (MT). Takes leadership in planning and coordinating an effective public information program throughout the state. Works closely with program managers and other MT members providing information on the need for and progress of the Natural Resources Conservation Service (NRCS) in reaching goals by making recommendations on key issues and concerns.

Consults with and advises area and field office (FO) staffs and works with area information committee in planning and developing training programs in soil and water conservation information work, such as, writing of news articles, press releases, radio and television presentations, visual aids, and photography.

Writes news releases, canned releases, and feature stories describing NRCS projects and programs, presentation ceremonies, and related staff activities. Disseminates these to local print and broadcast media representatives and to FOs for inclusion in their local papers.

Advises on and edits articles and other material written by field, area, and SO staffs in consultation with the technical supervisor and/or the staff specialist involved. Recommends approaches, form, style, and techniques to be used for most effectiveness.

Serves as state outreach coordinator.

Establishes and maintains working relations with representatives of state and federal agencies and public organizations in sharing, developing, and producing conservation information.

Works with state and local leaders in the education field in the development of and carrying out of conservation courses, workshops, and other studies in the field of conservation.

Organizes and coordinates public participation activities with appropriate staff for conservation activities and programs. Designs strategies and procedures to obtain input and opinions from a variety of audiences which are used for policy decisions.

Provides guidance for developing brochures, bulletins, charts, photographs, and other materials to promote NRCS programs. Edits news articles prepared by FO personnel

for inclusion in state and other magazines. Designs and selects appropriate permanent or portable displays and exhibits. Prepares talks, slide presentations, information packages, and similar materials for distribution to NRCS FOs.

Assists conservation districts (CDs) and the State Conservation Commission (SCC) in their information efforts by developing news articles and feature stories relative to activities of these groups, and adapts these releases for use by available media outlets.

Establishes and maintains contacts with news media representatives. Arranges for television or radio coverage concerning conservation and/or provides scripts to media for release.

Provides training to individuals on the use of equipment, writing articles, photography, and other communication techniques.

Works with state staff in the development of the business plan to integrate information activities in the goals and actions.

Maintains the imagery files and directory for the state. Selects images for filing, numbering, and distribution.

Maintains centralized files, records, handbooks, other reference materials, and equipment for the information function of the state. Orders and maintains an inventory of information publications. Provides offices with publications based on requisitioning or special requests.

Writes, assembles, edits, and reviews for inclusion in the Kansas Highlights, annual reports and annual state story/highlighting activities of the state for the state conservationist.

Operates and maintains the SO library. Processes requests and maintains control records for orderly distribution and inventories to meet the needs of NRCS personnel, representatives of outside agencies, organizations, editors, and similar groups and individuals.

Performs other duties as assigned.

Works within a team concept to develop and implement ways to improve the efficiency, effectiveness, and quality of the products and/or services provided to internal and external customers.

Responsible for providing and maintaining a safe and healthy working environment, requiring subordinates and others to use safety precautions when exposed to dangerous objects, chemicals, extreme temperatures, etc.

Provides leadership and guidance in the design, development, and implementation of administrative procedures to assure that civil rights (CR) policies regarding the delivery of NRCS programs and services and the application of personnel rules and regulations are carried out without regard to race, color, national origin, religion, sex, age, marital status, or physical or mental handicap. Actively supports CR policies regarding personnel rules and regulations.

To perform the above duties, the incumbent must serve as an incidental motor vehicle operator. This may require the operation of a motor vehicle on both public and private roads during daylight hours and occasionally after dark. A valid state driver's license is required.

EVALUATION FACTORS

1. Knowledge Required by the Position, FLD 1-7, 1250 points

Knowledge of the principles and methods of written and oral communication and skill in applying these principles and methods in conducting a public affairs program involving public information, internal information, and community relations activities for internal and external audiences.

Skill in writing a variety of articles, feature stories, and news releases in conveying information and clarifying NRCS operations, programs, and activities to specialized audiences and the general public.

Skill in establishing and maintaining effective working relationships with local media representatives, community groups, and state and federal agency representatives.

Skill in making oral presentations to various internal and external groups informing them of programs, objectives and activities.

Skill in oral presentation techniques in training agency staff in conducting public involvement meetings and workshops designed to elicit public input on program issues through stimulation of interest among various concerned publics.

Ability to inspire, motivate, and guide individuals and groups in order to accomplish program objectives.

Ability to identify and analyze problems, generate alternatives, and make decisions in order to ensure efficient processes and quality products.

Ability to utilize marketing, total quality management, and team building, in order to work effectively with individuals, groups, and units of government.

Knowledge of computer systems required in order to effectively perform assigned duties.

2. Supervisory Controls, BMK 12-3, 450 points

The incumbent is under the supervision of the state conservationist (STC) who assigns work in terms of priorities and objectives and is available for consultation in resolving controversial issues. The incumbent independently plans and carries out the projects, selecting the approaches and methods to be used in completing assignments.

The work is reviewed to determine that objectives are met for compliance with agency policies and conformance with broad program goals and other national priorities.

3. Guidelines, FLD 3-4, 450 points

Guidelines typically include the state business plan, national and regional NRCS policies and procedures, technical guides and handbooks, textbooks, professional journals, previous experiences, and/or technical worksheets. Available guidelines are often inadequate for resolving contested, difficult questions. The incumbent must use initiative and experienced judgment gained through work-related problem-solving operations to modify accepted methods and practices and develop techniques appropriate for successfully addressing deficiencies encountered.

4. Complexity, BMK 12-1, 325 points

The incumbent plans and directs all aspects of the public information program for the state. This includes: establishing and maintaining effective relationships with both external and internal publics; developing written and oral presentations transmitting information concerning programs and activities; developing recommendations for improvement of public affairs program based on analysis of feedback from affected or interested audiences; and advising FO program directors on handling adverse developments which can negatively impact the agency.

Decisions regarding what needs to be done require the analysis of program activities and objectives in identifying the most appropriate audiences, understanding the characteristics of these groups, and designing information programs to assure effective communication with such publics.

The work requires planning and coordinating a public information program among five administrative areas throughout the state including the SO, and analyzing a variety of feedback from external and internal audiences in developing recommendations for the MT on the overall improvement of the public information program.

5. Scope and Effect, BMK 12-1, 225 points

The purpose of the work is to plan and conduct a public information program. It requires developing informational publications and materials to inform and educate both internal and external customers about NRCS programs, objectives, and activities; encouraging more cooperative efforts with farmers, ranchers and conservation groups; and evaluating the effectiveness of the program.

The work contributes to the efficient accomplishment of organization objectives by promoting greater involvement by employees in improving the operation and work of the state information program in the state which facilitates the total mission of the agency and the department.

6. Personal Contacts, FLD 6-3, 60 points

7. Purpose of Contacts, BMK 12-1, 120 points

Personal contacts are in the employing agency but outside the immediate office setting. Contacts are with agency employees who are at different organizational levels. Contacts are made with local officials, representatives of county, state, and federal government bodies, the media, and community and civic group representatives.

The purpose of the contacts is to inform internal and external publics of the programs, objectives, and activities of the agency; develop an increased sense of dedication to improve operations; encourage greater intercommunication among state, area, FO, and local communities; and provide advice to offices on responding to local group or media misunderstandings of agency programs.

8. Physical Demands, FLD 8-1, 5 points

The work is generally sedentary; however, it may require some physical exertion such as lifting and carrying video equipment and moving bulky equipment with some frequency.

9. Work Environment, FLD 9-1, 5 points

The work is generally performed in an office setting and involves normal, everyday risks and discomforts.

This position is determined to be exempt from the provisions of FLSA.