

**POSITION DESCRIPTION  
COVER SHEET**

<b>REASON FOR THIS POSITION</b>		
1. NEW <input checked="" type="checkbox"/>	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER <input type="checkbox"/> NHQPAS09	3. REPLACES PD NUMBER

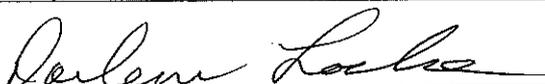
<b>RECOMMENDED</b>				
4. TITLE <b>PUBLIC AFFAIRS SPECIALIST</b>		5. PAY PLAN <b>GS</b>	6. SERIES <b>1035</b>	7. GRADE <b>09</b>
8. WORKING TITLE (Optional) <b>PUBLIC AFFAIRS SPECIALIST</b>			9. INCUMBENT (Optional)	

<b>OFFICIAL</b>					
10. TITLE <b>PUBLIC AFFAIRS SPECIALIST</b>					
11. PP <b>GS</b>	12. SERIES <b>1035</b>	13. FUNC	14. GRADE <b>09</b>	15. DATE Month Day Year	
				16. I/A <input type="checkbox"/> Yes <input type="checkbox"/> No	
17. CLASSIFIER					

<b>8. ORGANIZATIONAL STRUCTURE (Agency/Bureau)</b>					
1st	<b>Natural Resources Conservation Service</b>			5th	
2nd	<b>State Conservationist</b>			6th	
3rd				7th	
4th				8th	

<b>SUPERVISOR'S CERTIFICATION</b>			
I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationships 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
21. SUPERVISOR'S NAME AND TITLE		24. SECOND LEVEL SUPERVISOR'S NAME AND TITLE	

<b>FACTOR EVALUATION SYSTEM</b>					
FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS
1. Knowledge Required	<b>FL 1-6</b>	<b>950</b>	6. Personal Contacts	<b>FL 6-2</b>	<b>25</b>
2. Supervisory Controls	<b>FL 2-3</b>	<b>275</b>	7. Purpose of Contacts	<b>FL 7-2</b>	<b>50</b>
3. Guidelines	<b>FL 3-3</b>	<b>275</b>	8. Physical Demands	<b>FL 8-2</b>	<b>5</b>
4. Complexity	<b>FL 4-3</b>	<b>150</b>	9. Work Environment	<b>FL 9-2</b>	<b>5</b>
5. Scope and Effect	<b>FL 5-3</b>	<b>150</b>	<b>TOTAL POINTS</b>		<b>1885</b>
					<b>GRADE</b>
					<b>GS 09</b>

<b>CLASSIFICATION CERTIFICATION</b>	
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 <b>03/24/2008</b>

31. NAME AND TITLE  
**Darlene Locke, Human Resources Specialist, Employment and Classification Team, Washington, D.C.**

32. REMARKS:	33. OPM CERTIFICATION NUMBER
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**STANDARDS: OPM PCS PUBLIC AFFAIRS SERIES, GS-1035, JUL 81  
FLSA - NON-EXEMPT**

# MASTER RECORD/INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA					
1. FUNCTION (1)	2. DEPT CD./AGCY-BUR-CD. (4) <b>AG 16</b>	3. SON (4)	4. MR. NO. (6)	5. GRADE (2)	6. IP NO. (8)

B. MASTER RECORD									
1. PAY PLAN (2) <b>GS</b>		2. OCC. SERIES (4)		3. OCC. FUNC. CD. (2)		4. OFF. TITLE CD. (5)		5. OFFICIAL TITLE (38)	
6. HQ. FLD. CD. (1) 1 = HQ 2 = FLD		7. SUP. CD. (1) 1 = Sup. SGEG 3 = Mgr. SGEG 4 = Sup. CSRA 5 = Mgmt. CSRA 6 = Leader LGEG 8 = All Others			8. CLASS STD. CD. (1) X = New Standard Applied Blank = NA		9. INTERDIS. CD. (1) N = No Y = Interdis		10. DT CLASS (6) MO DAY YEAR
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary 3 = Foreign Svc. Blank = NA		12. INACT/ACT (1) 1 = Inactive A = Active		13. DT. ABOL. (6) MO DAY YEAR		14. DT. INACT/REACT (6) MO DAY YEAR		15. AGENCY USE (10)	
16. INTERDISCIPLINARY SERIES (40) (4) Per Block									
17. INTERDISCIPLINARY TITLE CODE (50) (5) Per Block									

C. INDIVIDUAL POSITION												
1. FLSA CD. (1) E = Exempt N = Nonexempt		2. FIN. DIS. REQ. (1) 0 = None 1 = CD 219 2 = CD 220 3 = SF 278 4 = AD 392 5 = SF 849			3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C			4. POS. SENS. (1) 0 = Excepted but not A,B,C 1 = Noncritical 2 = Critical Sense		5. COMP. LEV. (4)		
6. WK. TITLE CODE (4)				7. WK. TITLE (38)								
8. ORG. STR. CODE (18) 1st 2nd 3rd 4th 5th 6th 7th 8th								9. VAC REV CODE (1) 0 = Position Action No Vacancy A = No Change B = Lower Grade C = Higher Grade D = Different title and/or series E = New Position/New FTE				
10. TARGET GD.	11. LANG. REQ. (2)	12. PROJ. DTY. IND. (1) Blank = NA Y = Yes		13. DUTY STATION (9) State (2) City (4) County (3)			14. BUS. CD. (4)	15. DT. LST. AUDIT (6) MO DAY YEAR		16. PAS. IND. (1) Blank=NA 1 = PAS	17. DATE EST. MO DAY YEAR	
18. GD. BASIS. IND (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup./SGEG 4 = Sup./Program 5 = RGEG 6 = Policy Analysis G E G 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 = Perm N = Other			
22. MAIN. 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				
3. DATE EMP. ASGN. (6) MO DAY YEAR		24. DATE ABOL. (6) MO DAY YEAR		25. INACT/ACT(1) 1 = Inact. A = Act.	26. DATE INACT/REACT (6) MO DAY YEAR		27. ACCTG. STAT. (4)	28. INT. ASGN. SER. (4)		29. AGENCY USE (8)		
30. CLASSIFIER'S SIGNATURE										31. DATE		
32. REMARKS												

## STANDARD POSITION DESCRIPTION

**Official Title:** Public Affairs Specialist  
**Working Title:** Public Affairs Specialist  
**Classification:** GS-1035-09  
**Location:** State Offices

**Date:** 03/24/2008  
**Classified By:** NHQ  
**Number:** NHQPAS09

**Note:** This is a standard position description and can not be modified without approval from the Human Resources Management Divisions, Employment & Classification Team.

### INTRODUCTION

This position is located at the State Office or designated location within the state. The incumbent plans and carries out the information and public affairs program supporting agency activities in the assigned work area. Performs all duties in a manner that effectively promotes the image of the agency through professional appearance and conduct.

### MAJOR DUTIES

#### **1. Publications (50%)**

- a. Maintains the imagery files and directory for the state. Selects images for filing, numbering, and distribution.
- b. Assist in maintaining 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.
- c. Writes basic articles with supervision and assembles, edits, and reviews for inclusion in the State Newsletter, annual reports and annual state story/highlighting activities of the state for the state conservationist.
- d. Assist in the operation of the SO library. Assist senior Public Affairs Specialist in processing requests and maintaining 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.
- e. Provides technical assistance to staff in the quality control, development, dissemination, and application of information and data that encompass and support the NRCS programs.

#### **2. Basic State Information Program Assistance (40%)**

- a. Provides assistance in the development and distribution of public awareness campaigns. With supervisory direction, develops materials using a variety of media including newspapers and magazines, radio and television, exhibits, visual aids, newsletters, and audio visual presentations.

b. Provides support in analyzing employee information training needs for the areas served, and composes communication material for use in the internal information and training programs.

c. Obtains photographs and videotapes of agency projects, agricultural methods, resource problems and conservation techniques throughout the areas served. Reviews photographs taken by field staff members for quality and composition for use in presentations, soil survey publications, and displays.

d. Assists lead/state Public Affairs Specialist in planning and coordinating an effective public information program throughout the state. Works closely with program managers in providing information on the need for and progress of the NRCS.

e. Provides technical assistance to the senior Public Affairs Specialist with the development of public involvement campaigns preparing information materials, and designing public meetings, workshops, etc.

### **3. Outreach (10%)**

a. Establishes and maintains effective professional relationships with local groups and with area representatives of media and conservation organizations concerned with agricultural and environmental issues. Incumbent organizes and coordinates print and broadcast media interviews with agency personnel, and oversees arrangements with the media involving agency activities; provides photographs and other materials as required. Identifies potential problems or areas of friction and advises supervisor. Working with the supervisor, develops campaigns for resolving them.

b. Assists in the organization and coordination of 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.

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

### **4. Equal Employment Opportunity and Civil Rights**

a. Provides leadership and guidance for the understanding and application of personnel rules and regulations as they apply to the Equal Employment Opportunity and Affirmative Employment Programs to ensure their integration into recruitment, hiring, promotion, training, career development (including varied work assignments, details, and special developmental assignments), separations, grievances and other personnel actions. Emphasizes meeting the objectives of equal opportunity and affirmative employment plans and requirements. Ensures that these functions are carried out without regard to race, color, national origin, religion, sex, age or physical or mental handicap.

b. Provides leadership and guidance in the design, development, and maintenance of administrative procedures to assure that delivery of NRCS programs and services are carried out without regard to race, color, national origin, religion, sex, age, or handicap. Reviews the implementation of civil rights policies to determine that they are translated into appropriate actions consistent with annual plans of operation in all units under their supervision, as well as by recipients.

**Performs other duties as assigned.**

**CONDITION OF EMPLOYMENT** – Must possess and maintain a valid state motor Vehicle operator’s license for the type of vehicle(s) operated to perform the duties of this position. This will require the operation of a motor vehicle on both public and private roads during daylight hours and occasionally after dark.

**COMP LEVEL** – (Designated by State)

**EVALUATION FACTORS**

**1. KNOWLEDGE REQUIRED BY THE POSITION – LEVEL 1-6 (950 POINTS)**

- a. Knowledge of written and oral communication methods and techniques. Skill in applying this knowledge in directing a public affairs function and applying analytical techniques and interpersonal relations skills in determining the needs and desires of the agency's publics and in dealing effectively with those audiences.
- b. Basic skill in establishing and maintaining professional and cooperative work relationships with representatives of the local and national media, local groups, community leaders, local Soil and Water Conservation Districts, and other conservation groups in obtaining cooperation in agency activities.
- c. Comprehensive skill in the application of oral presentation techniques, and ability to train others in conducting public involvement meetings, workshops, etc.
- d. Ability to plan and organize multiple projects on an on-going basis in order to attain goals and develop products in a timely manner. Attention to detail and consistency in order to produce error-free products and edit information from a variety of customers.

**2. SUPERVISORY CONTROLS – LEVEL 2-3 (275 POINTS)**

The incumbent is under the supervision of the State Public Affairs Specialist/State Conservationist who set overall objectives. The incumbent plans and carries out the various stages of a project, selecting and using communication methods and techniques as appropriate. Completed work is reviewed for technical soundness.

**3. GUIDELINES - LEVEL 3-3 (275 POINTS)**

- a. The incumbent is provided with general guidelines applicable to the assignment. Guidelines are general in nature and include Federal, departmental and organization policies and regulations concerning the publication and dissemination of material.
- b. The incumbent operates generally within the boundaries of the guidelines but must use judgment in making interpretations of organizational regulations in specific cases. Major substantive deviations are referred to the supervisor for approval.

**4. COMPLEXITY - LEVEL 4-3 (150 POINTS)**

The incumbent carries out public affairs, communications, and marketing projects of the state for the NRCS that provides conservation program information to the community, farmers, local and state governments. Some projects are made complex by the need for the incumbent to synthesize information from many, diverse sources for integration into a singular set of products such as new articles, training material, campaigns, etc.

#### **5. SCOPE AND EFFECT – LEVEL 5-3 (150 POINTS)**

- a. The incumbent assist in the public understanding and input on NRCS issues through the methods described in public participation plans developed by the senior Public Affairs Specialist. The incumbent develops basic communication plans that are reviewed by the supervisor for accuracy and effect.
- b. The work contributes to the improvement of the organization's image, programs by increasing their responsiveness to public needs and the interests of landowners and other publics affected by these programs including minorities.

#### **6. PERSONAL CONTACTS – LEVEL 6-2 (25 POINTS)**

Contacts are primarily with staff, a variety of technical and program activities, local, State and National media and broadcast representatives. Administratively, the incumbent will come in contact with, State and local government officials, private organizations, citizen groups, minority groups and the education community. Nature of contacts is usually routine and requesting data or information.

#### **7. PURPOSE OF CONTACTS – LEVEL 7-2 (50 POINTS)**

Contacts are for collecting and disseminating information, advising target groups of organization's programs, objectives and project accomplishments, determining information interest of target public and maintaining effective work relationships with affected or interested groups.

#### **8. PHYSICAL DEMANDS – LEVEL 8-1 (5 POINTS)**

The work is primarily sedentary, but special physical demands required to do the work include carrying and operating heavy audio-visual equipment and packing and shipping of equipment and exhibits that are heavy. Travel to field offices is required.

#### **9. WORK ENVIRONMENT – LEVEL 9-1 (5 POINTS)**

The primary work environment is an office setting which involves everyday risks and discomforts and required normal safety precautions and visits.

**Total Points** = 1885 (Range 1855-2100) = Grade 09

**FLSA Determination:** Subject position is non-exempt in accordance with 5CFR 551.204.