

**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"/> NHQPAS12	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>12</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>12</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 1-7</b>	<b>1250</b>	6. Personal Contacts	<b>FL 6-3</b>	<b>60</b>
2. Supervisory Controls	<b>FL 2-4</b>	<b>450</b>	7. Purpose of Contacts	<b>FL 7-3</b>	<b>120</b>
3. Guidelines	<b>FL 3-4</b>	<b>450</b>	8. Physical Demands	<b>FL 8-2</b>	<b>5</b>
4. Complexity	<b>FL 4-5</b>	<b>325</b>	9. Work Environment	<b>FL 9-2</b>	<b>5</b>
5. Scope and Effect	<b>FL 5-4</b>	<b>225</b>	<b>TOTAL POINTS</b>		<b>2890</b>
					<b>GRADE</b>
					<b>GS 12</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 and OPM GENERAL SCHEDULE SUPERVISORY GUIDE, TS-123, APR 98**  
**FLSA - EXEMPT**

# MASTER RECORD/INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

<b>A. KEY DATA</b>					
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>B. MASTER RECORD</b>					
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					

<b>C. INDIVIDUAL POSITION</b>													
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 = RGE G 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)													
<b>Normal Act</b> 1 = Desk Audit 2 = Sup. Audit 3 = Paper Rev. 4 = PME/Activity Rev.				<b>Maintenance Review Act</b> 5 = Desk Audit 6 = Sup. Audit 7 = Paper Rev. 8 = Panel Rev.				<b>Results</b> 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. 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-1035-12  
**Location:** State Offices

**Date:** 03/24/2008  
**Classified By:** NHQ  
**Number:** NHQPAS12

**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 in the 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.

### MAJOR DUTIES

#### **1. State Information Program (40%)**

- a. Serves as a member of the State Leadership Team (SLT). The incumbent takes leadership in planning and coordinating an effective public information program throughout the state. Works closely with program managers and other SLT 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.

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

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

h. 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.

## **2. State Outreach Coordinator (40%)**

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

b. 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.

c. 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.

d. 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.

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

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

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

b. 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.

c. Writes, 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. 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.

#### **4. Supervision (10%)**

a. Provides supervision to a small staff of GS-9 or GS-11 Public Affairs Specialist specialists (Soil Scientists, Soil Conservationists). This includes providing overall leadership of program activities, making work assignments, evaluating performance, interviewing candidates and making selections, determines training needs. Hears and resolves serious employee complaints and grievances; reviews serious disciplinary cases and disciplinary problems involving key staff; gives advice, counsel, or instructions to employees on technical and administrative issues.

b. Manages available staff resources by preparing long and short range schedules for staff activities, preparing and monitoring budgets and funding requests, organizing work, and controlling work products so that the resulting plans are in conformance with existing laws, rules and regulations, guidelines, and policy.

c. 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.

#### **5. 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 1-7 (1250 POINTS)**

- a. 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.
- b. 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.
- c. Skill in establishing and maintaining effective working relationships with local media representatives, community groups, and state and federal agency representatives.
- d. Skill in making oral presentations to various internal and external groups informing them of programs, objectives and activities.
- e. 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.
- f. Ability to inspire, motivate, and guide individuals and groups in order to accomplish program objectives.
- g. Ability to identify and analyze problems, generate alternatives, and make decisions in order to ensure efficient processes and quality products.
- h. Ability to utilize marketing, total quality management, and team building, in order to work effectively with individuals, groups, and units of government.

**2. SUPERVISORY CONTROLS - LEVEL 2-4 (450 POINTS)**

The incumbent is under the supervision of the state conservationist (STC) who assigns work in terms of overall 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 – LEVEL 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 - LEVEL 4-5 (325 POINTS)**

a. 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.

b. 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.

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

### **5. SCOPE AND EFFECT - LEVEL 5-4 (225 POINTS)**

a. 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.

b. 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 – LEVEL 6-3 (60 POINTS)**

Contacts are with NRCS employees involved in a variety of technical and program activities, local State and national print and broadcast representatives, State and local government officials, private organizations, citizen groups, minority groups and the education community. Nature of contacts is non-routine, involving significant interchanges of data, information and views with the public, local legislative members and members on congress.

**7. PURPOSE OF CONTACTS – LEVEL 7-3 (120 POINTS)**

Personal contact is to analyze, develop and present approaches in communication strategies for agency policies or programs and to increase an understanding of these policies and programs. The contacts are 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 – LEVEL 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 – LEVEL 9-1 (5 POINTS)**

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

Total Points – 2890 Range (2755-3150)

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