

## POSITION DESCRIPTION

### PUBLIC AFF SPECLST, GS-1035-14

SETID	HUD01	JOB CODE	HM0020	DATE	04/15/2015	OPM CERT #			
PAY PLAN	GS	SERIES	1035	GRADE	14	PAY BASIS	Per Annum	FUNC CLASS	NA
WORK TITLE	PUBLIC AFF SPECLST								
SPVY LEVEL	Other	POSITION SENSITIVITY	NCrit Sens	LEO POSITION	N/A	MEDICAL CHECK REQ.	No	BUS CODE	1120
FLSA	Exempt	PATCOB	Admin	EXECUTIVE DISCLOSURE	No	EMPL/FIN INTEREST	No	FUND SOURCE	Approp Fnd
CYBER SEC CODE	00	DESCR	Not Applicable						
CLASSIFIER	Yvonne M Rorie								
CLASS STANDARD	OPM PUBLIC AFFAIRS SERIES, GS-1035 TS-53 JULY 1981 OPM GENERAL SCHEDULE SUPERVISORY GUIDE HRCD-5 JUNE 1998, APRIL 1998								
DATE CLASSIFIED	01/29/2009								

#### MAJOR DUTIES

Public Affairs Specialist  
GS-1035-14

#### INTRODUCTION

Position is located in the Immediate Office of the Regional Director Office of Field Policy and Management (FPM), Department of Housing and Urban Development. The Office of Field Policy and Management (FPM) provides direction and oversight for Regional and Field Office Directors. It communicates priorities and policies of the Secretary to these managers and ensures the effective pursuit of the Secretary's initiatives and special projects. The incumbent serves as a public affairs specialist for the assigned regional office; and provides advice and assistance to the Assistant Secretary for Public Affairs, the Regional Director (RD), Program Directors, and pertinent staff on matters relating to external constituencies; represent the Regional Director in relations with news media, Members of Congress, Governors, state legislatures, municipalities, government-related groups, and other public and private groups having an interest in the mission and activities of HUD; and, administers a comprehensive public information program for the Region.

#### MAJOR DUTIES AND RESPONSIBILITIES

Coordinate all official aspects of Regional Office communication and media relations programs. Functions as the official means of informing the press, specific groups or the general public of HUD's activities and goals, as carried out in the (jurisdiction) Area. Compile information and material for use by the Assistant Secretary for Public Affairs, the RD and other HUD Program Directors and Field Office Directors, which concern issues and problems of direct interest to the HUD (jurisdiction) Area. Maintains a constant awareness of sensitive issues; alerts the RD and the Assistant Secretary for Public Affairs and others to issues resurfacing in the press and on radio and or television. Provide briefings to the Assistant Secretary for Public Affairs, the RD and Other Directors and Field Office Directors on current issues and problems, external and internal to HUD, which affect the mission and public perceptions of the HUD (jurisdiction) Area. Recommends case-by-case and or systemic strategies for addressing these problems. Informs and assists Headquarters, as appropriate.

Ensure that the HUD (jurisdiction) Area provides responses to the public, the news, media and government officials in the RD's name that are professionally accurate, pertinent, tactful, and completely harmonious with established policies and purposes of the Department, the Assistant Secretary for Public Affairs and the RD. As directed, represents the Assistant Secretary for Public Affairs, the RD and HUD (jurisdiction) Area before the news media, government officials, interest groups, public meetings and comparable gatherings. On own initiative, contacts members of the press to clarify issues on a breaking story, Incumbent continually maintains and updates contacts with employees of newspapers and radio stations; and has occasional contacts with the major television networks (ABC, CBS, NEC).

Serve as the liaison between the RD and members of Congress, Governors, and officials of state and

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local governments. Provide these parties with responses to inquiries concerning activities in the RD's jurisdiction. Also develops strategies and mechanisms for keeping these public officials informed on issues of special concern to them and their constituencies, as well as about HUD efforts in general. Conducts outreach activities to inform constituent and community groups on important housing and urban affairs issues. Sponsor conferences, symposium, and workshops with the real estate industry and other interested parties on a variety of HUD program initiatives. Contacts financial entities such as banks and foundations to enlist their support for youth groups similarly positive organizations. Assure that there is a consistent approach among all field offices in the jurisdiction in dealing with the media and public on issues and initiatives of a national and regional nature. Secure the input of the Assistant Secretary for Public Affairs and the RD in carrying out this function.

Provides advice, strategies and technical support to Field Office Director and other staff in Area Offices and Area Resource Centers on various communications and media relations issues; advises the Assistant Secretary for Public Affairs and the RD on strategies for using interactive electronic media to promote HUD initiatives and to serve as a key source of information about the Department for communities and customers; shares experience and strategies with other field offices and Headquarters; and maintains close liaison with counterparts and provides assistance where possible and pertinent.

Serves as the office Freedom of Information Act (FOIA) Liaison Officer; administers and manages the FOIA program; interprets FOIA regulations; determines agency information that is exempt from release; and provides guidance to field office employees on applicable FOIA regulations.

Serve as a policy advisor to the Assistant Secretary for Public Affairs in developing and implementing Department-wide communications and media relations strategies for publicizing various HUD initiatives and accomplishments requiring a coordinated national public information campaign. Occasionally leads task forces to address significant communications and or media relations issues at the regional or national level. Occasionally works at Headquarters with top staff of Assistant Secretary for Public-Affairs on long-range planning and on special events which require media, and marketing expertise.

Coordinate a broad, integrated communications strategy including both the traditional Public Affairs function as well as the communications aspects of regional and local web activities in the field. Conduct regional training sessions for Public Affairs specialists and Web Managers and other HUD staff who often have to interact with media on a regular basis. Provide advice, strategies and guidance to Office Directors and other staff in Area Offices and Area Resource Centers within the jurisdiction of the RD. Maintains close working relationships with the Assistant Secretary for Public Affairs, staff in the Headquarters Office of Public Affairs and program offices, as well as with senior staff in Centers, Program Hubs and Processing Centers providing services to communities within the jurisdiction of the RD's area. Provide whatever additional communications and media relations and related services that may be required by the Assistant Secretary for Public Affairs and or the RD.

Perform other duties as assigned.

### FACTOR LEVEL DESCRIPTIONS

Factor 1 - Knowledge Required by the Position, FL 1-8, 1550 Points

Mastery of the public affairs principles, methods, practices and techniques in order to administers a comprehensive public information program for the Region that includes the performance of Congressional and intergovernmental liaison, and the formulation of innovative approaches to resolve highly complex and sensitive community relations problems and issues that affect public housing authorities, local communities, state and local governments and individuals seeking or qualifying for HUD technical and housing assistance.

~~Mastery of HUD Housing Programs and HUD's public affairs program, policies, and practices in order~~

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to serve as a policy advisor to the Assistant Secretary for Public Affairs; and develop and implement Regional communications and media relations strategies for publicizing various HUD initiatives and accomplishments that require a coordinated public information campaign.

Mastery of communication techniques and methods to develop written materials designed to encourage specialized publics to adopt HUD's health recommendations where such policies have a beneficial economic impact on the affected audiences, and to convey information concerning complex HUD programs to publics having different and often incomplete understanding of HUD; establish and maintain effective working relationships with a variety of publics some of whom are indifferent to the organization's points of view; and to represent Department officials with senior representatives of the news media, Congress, state legislatures, municipalities, government-related groups, and other public and private groups having an interest in the mission and activities of HUD.

### **FACTOR 2 - Supervisory Controls, FL 2-4, 450 Points**

The incumbent works under the broad administrative direction of the RD and the technical and policy direction of senior officials of the Office of Public Affairs; receives assignments in terms of the broadly defined mission or function of the organization's public affairs program; and independently plans, designs, and carries out public affairs programs, campaigns, projects, studies or other major program functions, informing the supervisor of progress as appropriate. Results achieved are considered technically authoritative and are normally accepted without significant change.

### **FACTOR 3 - Guidelines, FL 3-5, 650 Points**

Guidelines, in the form of HUD public affairs policies and precedents, are broadly stated and of limited use in the application of specific situations encountered by the incumbent. The incumbent develops new and innovative approaches and strategies that match the requirements of unique situations encountered, and serve as precedents for public affairs specialists in the Department.

### **FACTOR 4 - Complexity, FL 4-5, 325 Points**

Assignments include planning, designing, implementing and evaluating the jurisdiction's public affairs program involving development of written materials to encourage support of HUD programs and efforts, the maintenance of effective working relationships with specialized and often difficult or skeptical groups, and the development of recommendations to improve program effectiveness. Decisions regarding what needs to be done involve analyzing the information needs of various segments of HUD's publics; determining the most effective approaches to employ in reaching the specialized publics; modifying strategies or plans to more effectively communicate programs and objectives; and providing information to refute undue criticism. The work involves obtaining feedback from HUD publics in developing new and more effective approaches to use in meeting communication needs of these publics and the goals of the programs.

### **FACTOR 5 - Scope and Effect, FL 5-5, 325 Points**

The work involves identifying causes of public misunderstanding or skepticism of HUD program and policies and development of alternative strategies to establish and maintain mutual understanding with HUD's public. The work affects attainment of program goals, and understanding of functions and activities of HUD by groups and individuals dependent upon HUD services, and by public figures whose support is needed for such effort.

### **FACTOR 6 - Personal Contacts, FL 6-4, 110 Points**

Personal contacts are with the Assistant Secretary for Public Affairs, the RD, Field Office Directors and program officials in the assigned geographical area, and with Headquarters Public Affairs and program office officials; representatives of the news media, including nationally distributed newspapers; elected officials including Congressmen, Senators and or their top aides,

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and State and local officials; and representatives of various other public, private and nonprofit groups. Contacts occur on a non-routine basis and involve meaningful exchanges on matters important to HUD and its publics.

**FACTOR 7 - Purpose of Contacts, FL 7-3, 120 Points**

Contacts are to advise program officials on problems in communicating information to affected publics; with national and local news media interested in HUD performance, to explain to Congressmen whose districts are competing for HUD grants or Empowerment Zones, for example, how decisions to approve such projects are made in a fair and equitable manner.

**FACTOR 8 - Physical Demands, FL 8-1, 5 Points**

The work requires a minimum of physical exertion. Occasional travel is required.

**FACTOR 9 - Work Environment, FL 9-1, 5 Points**

Most work is performed in an office setting.

**JOB COMPETENCIES** (The full range of competencies for the occupational series is provided for information and development purposes; not every competency displayed is required at the individual position level.)

**EVALUATION STATEMENT**

BU Determination Reviewed: Meets criteria of confidential employee due to work as FOIA Liaison and access to sensitive information in documentation; along with responsibility for recognizing and redacting appropriate sensitive information.