

POSITION DESCRIPTION  
COVER SHEET

REASON FOR THIS POSITION		
1. NEW <input checked="" type="checkbox"/>	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER (8) <input type="checkbox"/>	3. REPLACES PD NUMBER (8) <input type="checkbox"/>

RECOMMENDED

4. TITLE Director, Office of Education & Outreach	5. PAY PLAN (2) GS	6. SERIES (4) 0301	7. GRADE (2) 15
8. WORKING TITLE (Optional) Director, Office of Education & Outreach	9. INCUMBENT (Optional) Robert Walker		

OFFICIAL

10. TITLE Supervisory Education and Outreach Specialist						
11. PP (2) GS	12. SERIES (4) 0301	13. FUNC.(2)	14. GRADE(2) 15	15. DATE (mm/dd/yyyy)	16. I/A <input type="checkbox"/> yes <input type="checkbox"/> No	17. SIFIER (Name) Lewis C. Anderson

18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)

1st Department of Housing and Urban Development	5th Office of Education and Outreach
2nd Assistant Secretary for Fair Housing & Equal Opportunity	6th
3rd General Deputy Assistant Secretary	7th
4th Deputy Assistant Secretary - Policy & Legislative Initiatives	8th

SUPERVISOR'S CERTIFICATION

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 (mm/dd/yyyy) 2/6/2004	22. SECOND LEVEL SUPERVISOR'S SIGNATURE	23. DATE (mm/dd/yyyy)
21. SUPERVISOR'S NAME Bryan Greene	24. SECOND LEVEL SUPERVISOR'S NAME Floyd O. May		
21a. SUPERVISOR'S TITLE Director, Office of Policy and Program Evaluation	24a. SECOND LEVEL SUPERVISOR'S TITLE General Deputy Assistant Secretary for FHEO		

FACTOR EVALUATION SYSTEM

FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS
1. Knowledge Required			6. Personal Contacts		
2. Supervisory Controls			7. Purpose of Contacts		
3. Guidelines			8. Physical Demands		
4. Complexity			9. Work Environment		
5. Scope and Effect			TOTAL POINTS		
					GRADE

CLASSIFICATION CERTIFICATION

I certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with most applicable published standards.

29. SIGNATURE 	30. DATE (mm/dd/yyyy) 08/20/04
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31. NAME Lewis C. Anderson	31a. TITLE Supervisory Human Resources Specialist
32. REMARKS See attach Eval Ref Used: Misc Ad & Prog Series, GS-301, TS-34, Jan 79; and GSSG, Ap&Ju 98	33. OPM CERTIFICATION NUMBER

OFFICE OF FAIR HOUSING AND EQUAL OPPORTUNITY  
Office of Education and Outreach  
Director, Office of Education and Outreach, GS-301-15

INTRODUCTION

This position is located in the Office of Fair Housing and Equal Opportunity, Office of the Deputy Assistant Secretary for Policy and Legislative Initiatives, Office of Education and Outreach. The Office develops policies, procedures and strategies relating to the formation and implementation of FHEO's education and outreach activities. The Office performs marketing and outreach services to ensure an appropriate focus of activity in underserved communities, and that fair housing program information is provided to partners and industry groups. The Office performs activities designed to develop and implement education and outreach efforts to heighten public awareness of all forms of housing discrimination prohibited under the Fair Housing Act; coordinates the National Fair Housing Month activities, Fair Housing National Policy Conference activities, national conferences and events, and serves as Government Technical Representatives for contracts and other specialized education and outreach activities.

The incumbent serves as Office Director and is responsible for the national coordination of fair housing education and outreach activities and for developing policies, procedures and strategies relating to the formation and implementation of FHEO's education and outreach activities.

DUTIES AND RESPONSIBILITIES

Manages and supervises the activities of the Office of Education and Outreach. The staff includes four professionals: (1) Program Analyst, GS-15, (2) Program Analyst, GS-9 and Program Analyst, GS-7. (FPL=GS-13s)

Supervises a staff and manages other resources to achieve maximum efficiency and balance in utilizing the resources assigned. Plan work to be accomplished by subordinates, set and adjust short-term priorities and prepare schedules for completion of work. Assign work to subordinates based on priorities of the office and ensures work is efficiently and effectively carried out. Evaluates work performance of subordinates, develops budget and administers and manages funds. Establishes goals, objectives and activities for the office. Responsible for identifying training needs and ensures that staff receives proper training. Also responsible for counseling, disciplinary actions, awards, merit staffing, reassignments, rotations, promotions, delegating responsibilities, and other actions.

Serves as primary advisor to the DAS for Policy and Legislative Initiatives and performs a wide variety of highly complex assignments involving the implementation of education and outreach activities.

Meets and coordinates FHEO fair housing education, outreach and marketing initiatives with fair housing and civil rights groups, community based organizations, housing counseling organizations, real estate professionals and academics. Assists the groups in finding ways to reverse or eliminate patterns or practices that injure the protected classes.

Meets and consults regularly with senior officials throughout the Department on policy and procurement matters.

Works closely with the Office of Public Affairs in publicizing fair housing activities and responding to press inquiries.

~~Plans and coordinates all of HUD's fair housing education and outreach activities, including Public Service Announcements, Fair Housing Initiatives Program education and outreach grants and other contracts.~~

Conducts studies of the public's awareness of HUD's fair housing enforcement function and identify how people are learning about HUD's fair housing role.

Evaluate the effectiveness of HUD's current fair housing education and outreach activities, including FHIP education and outreach initiatives grants, media campaigns, and Public Service Announcements.

Develop and market printed materials (brochures, fact-sheets, newsletters, and other publications) to educate the general population on fair housing laws.

Develop and market media presentations CD Roms, PowerPoint, online content, and general population on fair housing laws.

Develop strategies and instruments to inform the public of HUD's fair housing cases and initiatives, including drafting press releases to publicize recent enforcement successes and other initiatives in the press and other media.

Plan, execute and oversee contracts to create radio, print, television, and online Public Service Announcements.

Develop strategies and instruments to promote the Administration's initiatives that have a fair housing component, such as boosting minority homeownership.

Identify and develop partnerships with organizations to promote fair housing awareness and other goals. This includes forming partnerships and creating networks among faith-based organizations, housing counseling organizations, traditional fair-housing groups and others.

Plan events and other forums in which to promote HUD's fair housing mission.

Develops other program offices' understanding of fair housing requirements related to their respective programs. This includes planning training for other HUD offices and speaking at other program office events.

#### **FACTOR 1, KNOWLEDGE REQUIRED BY THE POSITION**

Mastery knowledge of advanced management and organizational functions, processes, principles, methods and procedures used to gather, analyze and evaluate information concerning management/program organizational operations.

Ability to conduct studies (concurrently or in sequence) that identify ways to improve effectiveness of work methods, procedures, organizations, manpower use, distribution of work assignment delegations of authority, management controls, information and documentation systems, and similar functions.

Expert knowledge of Fair Housing civil-rights principles, including familiarity with relevant laws, legal theories, sociological implications, and history of the field; broad knowledge of the Federal, State and local government administrative processes by which civil rights laws are implemented; and skill in developing significant new knowledge through independent research.

Ability to develop innovative techniques and methodologies to be used by Headquarters and field staff to market education and outreach activities. Provides continuous technical assistance to other staff members.

Outstanding skill and ability in applying the knowledge to deal with the complex questions relating to the administration of the numerous and varies civil rights mandates administered by the Assistant Secretary of FHEO.

Expert skill in fact finding, analysis, research, problem solving, writing and consulting to identify problems and recommend new and creative solutions.

Comprehensive knowledge of laws affecting HUD programs including an understanding of the underlying principles related to their enforcement.

Broad knowledge and expert skill sufficient to plan organize and direct national program/projects necessary to reduce discrimination in housing.

Manifested ability to provide guidance and technical assistance to lower level staff as required in their implementation of diverse and complex assignments related to the fair housing program.

A high level of analytical skill in order to recognize and define complex problems and generate innovative alternatives.

Ability to represent agency interests, and the interests of the organizations' senior managers, in meetings and negotiations with Departmental program offices, federal agencies, and outside stakeholders.

Ability to identify opportunities to further fair housing mission through coordination with Departmental program offices, federal agencies, and outside stakeholders.

Skill in preparing well-written, critical analyses, memoranda and reports that clearly support recommendations and conclusions. The incumbent has the ability to edit and rewrite documents that contain complex, technical ideas for work products requiring clear, plain written language.

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~~Ability to communicate effectively, orally and in writing with audiences inside and outside the federal government.~~

Demonstrated ability to effectively communicate complex, technical or legal information to a general audience and to present statistical information on law-enforcement data, housing studies and demographics.

Demonstrated experience in using technology, such as the Internet and Web sites, to effectively communicate information to large numbers of people.

## **FACTOR 2, SUPERVISORY CONTROLS**

The incumbent works under the general supervision of the Deputy Assistant Secretary. Assignments are in terms of broadly stated objectives or goals to be achieved, and the incumbent must perform all duties with minimal supervision. Under the general direction and guidance of the Deputy Assistant Secretary, the incumbent independently plans, designs and carries out his/her activities selecting his/her own methods and defining the scope of the assignments. Work results are accepted as technically authoritative and review is minimal in terms of goal objectives, programs and policy. Policy recommendations are reviewed in terms of overall departmental goals, objectives and policies. The incumbent functions independently in planning and managing assignments, independently determining the proper scope of the project, the methods to be used to achieve the objective and discusses only unusual situations with the supervisor. The incumbent is subject only to administrative and policy direction concerning overall project priorities and objectives.

## **FACTOR 3, GUIDELINES**

~~Guidelines are broadly-stated, nonspecific, and the incumbent must demonstrate initiative in proposing projects and identifying ways to further fair housing, working with other program areas, federal agencies, and outside stakeholders. Incumbent performs independent research using his/her own methodology in reaching his/her finding and in~~

recommending programs and/or policy changes. Incumbent uses a high degree of judgment and ingenuity in applying general guidelines to produce new knowledge, insight and benefits on fair housing issues. The incumbent must identify, collect and analyze information, draw conclusions and make recommendations that will affect the administrative enforcement of federal fair housing laws on a nationwide basis.

#### **FACTOR 4, COMPLEXITY**

Assignments are to plan, direct and conduct broad studies, analyze and recommend decisions on highly complex and broad fair housing problems of a fundamental or precedent setting nature. Generally the problems dealt with involve a unique combination of facts, conditions and issues.

Incumbent must interact with key HUD officials in Headquarters and the Field, and must plan, and direct assignments that involve highly complex and nationwide issues of a fundamental or precedent setting nature. In many instances, the problems involve a unique combination of facts, conditions and issues. Decisions regarding what needs to be done must be made in the context of ambiguous and complicated conditions resulting from conflicts in laws, policies being enforced.

The incumbent must direct and conduct his/her work assignments and recommend decisions on highly complex and broad problems. In many instances the problems involve a unique combination of fact, conditions and issues, which may have a major precedent-setting effect in the area of Fair Housing and Equal Opportunity. They require an in-depth analysis of civil rights laws and authorities and involve multiple, complex and interrelated issues. The incumbent is called upon to determine the nature and scope of the problem, its cause and the appropriate Departmental response.



## FACTOR 5, SCOPE AND EFFECT

The incumbent's work results in greater public knowledge of the nation's fair housing laws and the work of HUD's Office of Fair Housing and Equal Opportunity. An additional effect of the incumbent's work will be more persons exercising their rights under the federal fair-housing laws, as current studies show discrimination is vastly underreported. The incumbent's work will also result in the formulation of new federal policies, changes in federal program implementation, and further study. Completion of assignments is vital to the Department's equal opportunity in housing missions, which particularly affect the fair housing practices of Federal, State and local governmental and public and private organizations and institutions across the nation. The incumbent analyzes and evaluates major policy aspects of the fair housing program and identifies ways to resolve problems that directly affect the accomplishment of principal program goals. Recommendations resulting from management studies involve highly sensitive programs and policy matters and may have an impact on several offices.

## FACTOR 6, PERSONAL CONTACTS

Personal contacts are with Department of Justice, Fannie Mae, Freddie Mac, Department of Treasury, National Association of Realtors, National Association of Home Builders, National MultiHousing Council, National Association of Real Estate Brokers, National Association of Hispanic Real Estate Professionals, National Association of Asian American Real Estate Professionals. Other contacts are members of the general public, representatives of non-profit organizations, housing industry organizations, private corporations, the media, fair housing leaders throughout the country, real estate and mortgage lending professionals, and key officials from state and local government. There are no rules or set guidelines for these contacts as each is different and dependent upon the purpose of the contact.

## **FACTOR 7, PURPOSE OF CONTACTS**

The purpose of the contact is to educate on fair housing laws, inform on HUD's fair housing activities and promote relationships between HUD and organizations, and independent networks among various housing organizations. Many contacts serve to educate and inform the public through national and local media. Contact is also made to interview persons and discuss issues or programs to obtain information and opinions from individuals or representatives of public and private organizations having substantial interest in fair housing issues. Contacts are also to develop and implement Memoranda of Understanding concerning the Fair Housing Act, compliance in the low-income housing tax credits program, to expand rental housing opportunities for Hispanics and to boost minority homeownership and reduce housing discrimination.

## **FACTOR 8, PHYSICAL DEMAND**

Most work is primarily sedentary. Work sometime requires participation in meetings and negotiation sessions for long period times. The duties are frequently performed under stringent time constraints. Extended and frequent travel may also be required.

## **FACTOR 9, WORK ENVIRONMENT**

Work is in an office that is properly heated and ventilated, and in a safe and comfortable work area.