

REASON FOR THIS POSITION

1. NEW 2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER (8) 3. REPLACES PD NUMBER (8)

POSITION DESCRIPTION COVER SHEET

RECOMMENDED

4. TITLE: Education & Outreach Specialist

5. PAY PLAN (2): GS

6. SERIES (4): 301

7. GRADE (2): 15

8. WORKING TITLE (Optional):

9. INCUMBENT (Optional): Susan Forward

OFFICIAL

10. TITLE: Education & Outreach Specialist

11. PP (2): GS

12. SERIES (4): 301

13. FUNC.(2):

14. GRADE(2): 15

15. DATE (mm/dd/yyyy): 08/24/2004

16. I/A: yes No

17. CLASSIFIER (Name): M.D. Thrash

18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)

1st U.S. Department of Housing and Urban Development	5th Immediate Office
2nd A/S for Fair Housing and Equal Opportunity	6th
3rd General Deputy Assistant Secretary	7th
4th Regional Office of FHEO	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): 2/6/04	22. SECOND LEVEL SUPERVISOR'S SIGNATURE	23. DATE (mm/dd/yyyy)
21. SUPERVISOR'S NAME: Floyd O. May	24. SECOND LEVEL SUPERVISOR'S NAME: Carolyn Peoples		
21a. SUPERVISOR'S TITLE: General Deputy Assistant Secretary for FHEO	24a. SECOND LEVEL SUPERVISOR'S TITLE: Assistant Secretary for FHEO		

FACTOR EVALUATION SYSTEM

FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS	
1. Knowledge Required	1-9	1850	6. Personal Contacts			
2. Supervisory Controls	2-5	650	7. Purpose of Contacts	3c	180	
3. Guidelines	3-5	650	8. Physical Demands	8-1	5	
4. Complexity	4-6	450	9. Work Environment	9-1	5	
5. Scope and Effect	5-6	450	TOTAL POINTS		4240	
					GRADE	GS-15

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): 8-24-2004
31. NAME: Marlene Thrash	31a. TITLE: Human Resources Specialist
32. REMARKS: FLSA (Exempt) FPL (GS-15) REF: Primary Standard	33. OPM CERTIFICATION NUMBER:

MASTER RECORD / INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA

1. FUNCTION (1) A	2. DEPT. CD/AGCY-BUR-CD. (4) HU83	3. SON (4) 4400	4. MR. No. (6)	5. GRADE (2) 15	6. IP NUMBER (8)
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B. MASTER RECORD

1. PAY PLAN (2) GS		2. OCC. SER. (4) 301		3. OCC. FUNC. CD (2)		4. OFF. TITLE CD (6)		5. OFF. TITLE (38) Education & Outreach Specialist			
6. HQ. FLD. CD (1) 2		7. SUP. CD. (1) 8		3. SON (4) 4400		8. CLASS. STD. CD. (1) X = New Std. Applied Blank = NA		9. INTERDIS. CD (1) N = No Y = Interdis.		10. DATE CLASS (mm/dd/yyyy) 8/24/2004	
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary		3. Foreign Svc. Blank = NA		12. INACT/ACT (1) 1 = Inactive A = Active		13. DATE ABOL. (mm/dd/yyyy)		14. DATE INACT/REACT (mm/dd/yyyy)		15. AGCY. USE (10)	
16. INTERDIS. SER. (40)											
(4) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4)											
17. INTERDIS. TITLE CD. (50)											
(5) (5) (5) (5) (5) (5) (5) (5) (5) (5) (5) (5)											

C. INDIVIDUAL POSITION

1. FLSA CD. (1) E = Exempt N = Nonexempt		2. FIN. DIS. REQ. (2) 0 = None 1 = CD219 2 = CD220		3. SF278 4 = AD392 5 = SF849		3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C		4. POS. SENS (3) O = Excepted but not A, B, C IN 0 = Nonsensitive 1 = Noncritical 2 = Critical Sensitive		5. COMP. LVL. (4) 9999					
6. WK. TITLE CD. (4)		7. WK. TITLE (38)													
8. ORG. STR. CD. (18) (example *83 - 07 - 01 - 0200 - 08 - 19 - 00 - 00*) 1st 2nd 3rd 4th 5th 6th 7th 8th								9. VAC. REV. CD. (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 GC. (2)		11. LANG. REQ. (2)		12. PROJ. DTY IND. (1) Blank = NA Y = Yes		13. DUTY STATION (9) State (2) City (4) County (3) 11 0010 001		14. BUS. CD. (4)		15. DATE LAST AUDIT. (mm/dd/yyyy)		16. PAS. IND. (1) Blank = NA 1 = PAS		17. DATE EST. (mm/dd/yyyy) 08/24/2004	
18. GD. BASIS. IND. (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup/SGEG 4 = Sup./Program 5 = RGEG 6 = Policy Analysis GEG 7 = Equipment Development Guide 8 = Agency Use 9 = Agency Use ALPHAS = Agency Use						19. DATE REQ. REC. (mm/dd/yyyy)		20. NTE. DATE (mm/dd/yyyy)		21. POS. ST. BUD (1) Y = Perm N = Other					
22. MAINT. REV./CLASS. ACT. CD. (2) (1st Digit = Activity and 2nd Digit = Results)															
Normal Act				Maintenance Review Act				Results							
3		1 = Desk Audit		5 = Desk Audit		1 = No Action Req.		5 = Series Change		9 = Other					
		2 = Sup. Audit		6 = Sup. Audit		2 = Minor PD Change		6 = Pos. Upgrade							
		3 = Paper Rev.		7 = Paper Rev.		3 = New PD Req.		7 = Pos. Downgrade							
		4 = PME/Activity Rev.		8 = Panel Rev.		4 = Title Change		8 = New Pos.							
23. DATE EMP. ASGN. (mm/dd/yyyy)		24. DATE ABOL. (mm/dd/yyyy)		25. INACT/ACT (1) 1 = Inact. 2 = Act.		26. DATE INACT/ACT (mm/dd/yyyy)		27. ACCTG. STAT. (4)		28. INT. ASGN. SER. (4)		29. AGCY USE (8)			
30. CLASSIFIER'S SIGNATURE										31. DATE (mm/dd/yyyy)					
32. REMARKS															

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

This position is located in the Office of Fair Housing and Equal Opportunity, General Deputy Assistant Secretary, Office of the Regional Director. The incumbent serves as one of seven Education and Outreach Specialist and performs a wide variety of highly complex assignments involving fair housing education and outreach programs. The incumbent oversees all activities designed to increase public awareness of prohibited housing discrimination and how HUD combats it. The incumbent coordinates all Regional FHEO press activities for Fair Housing Month, the dissemination of all fair housing materials for the Region, and may serve as Government Technical Representative for specialized outreach and education activities.

The Regional Office is responsible for implementation of the Department's programs related to the education and outreach of civil rights and fair housing and equal opportunity programs administered by the Office of Fair Housing and Equal Opportunity including those under Title VIII of the Civil Rights Act of 1968, as amended, Title VI of the Civil Rights Act of 1964, Section 109 of the Housing and Community Development Act of 1974, as amended; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act, the Age Discrimination Act and relevant Executive Orders and Regulations.

Duties and Responsibilities:

Serves as primary advisor to the Regional Director 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 for the Region with 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.

Ensures effective and timely communication concerning marketing and outreach strategies between HUD and Governors, Mayors, State and local legislators, city council members, real estate industry professionals, and community and civil rights leaders. Serves as liaison and encourages government involvement in educating the public with fair housing rights.

Coordinates the development of visual materials and other mediums with the Office of the Regional Director, to publicize fair housing activities for the Region via television, newspapers, websites, and radio.

Plans and coordinates all HUD awarded FHIP and FHAP grants and other contracts to local agencies. Monitors the use of funds and serve as Government Technical Representative for specialized education and outreach activities.

Serves as liaison between real estate professionals, disability rights groups, and faith-based organizations on fair housing issues. Provides technical assistance and training on fair housing issues and serves as principal point of contact/functional expert.

Oversees and conducts special studies of the public's awareness of HUD's fair housing enforcement function in the Region. Responsible for the review and approval of final reports that detail the success/failure of education and outreach activities.

Confers with local, state, federal officials, community interest groups, and real estate industry professionals on fair housing issues; Provides fair housing information orally or by written request.

Serves as liaison between FHEO Regional Directors, senior management of Community Planning and Development, Multifamily Housing, and Public Housing, coordinating efforts on fair housing education and outreach

Responsible for giving speeches, addressing forums, developing and disseminating brochures and other written materials which address fair housing issues. Holds focus groups to evaluate the effectiveness of the fair housing education, marketing, and outreach activities for the Region and makes recommendations for changes.

Coordinates all National Fair Housing Month activities for the Region.

Interprets and adapts new HQ directives on education and outreach to the Region

Develops fair housing outreach plans and strategies to address industry policies and practices and develops educational plans for areas where existing guidelines have not been effective.

Maintains continuing liaison with education and outreach officials of other Federal agencies administering civil rights programs related to or having an impact on those of HUD, including the Comptroller of the Currency, Federal Reserve Bank, Small Business Administration, Department of Justice, Federal Bureau of Investigation, Department of Agriculture, General Services Administration, Federal Home Loan Board, and others.

Maintains data on marketing, education and outreach activities for the Region and produces statistical reports detailing effectiveness of the activities. Identifies and evaluates problems involving any area of the marketing and outreach activities and recommends solutions.

Develops and implements fair housing outreach materials tailored to the geographic area.

Factor 1- Knowledge Required by the Position:

Expert knowledge of the laws, regulations, and procedures that govern civil rights and equal opportunity in housing. A working knowledge of FHEO programs and how they are administered in order to identify, create, and implement education and outreach programs.

In-depth knowledge of all housing; this includes public housing and housing for persons with disabilities in order to identify the areas where more/or better fair housing education and outreach programs are needed.

Knowledge of the protocols and steps to work with the office of Public Affairs in order to arrange for the release of public service announcements, media releases to television and radio stations, and newspaper articles.

In-depth knowledge of marketing techniques and ability to produce and execute a successful marketing campaign.

Ability to manage and direct major initiatives with short and long term goals and objectives.

Skill in adapting fair housing education and outreach strategies from HQ to the Regional level. Must independently plan, direct and conduct education and outreach assignments.

Demonstrated ability to educate and train general audiences on fair housing and civil rights issues with ability to write and speak on a broad range of issues using detail and plain language. Experience in providing consumer education. Experience communicating complex and sensitive materials to general audiences

Conducts studies, holds focus groups, and conducts research as part of education and outreach activities.

Skill in fact- finding, analysis, research, problem solving, identifying problems and recommending solutions.

Highly developed skills in oral and written communication, analysis, and formulating corrective actions.

Expert knowledge of the geographical area being served. This includes a knowledge of the local government and business institutions, as well as the social and economic factors that apply to FHEO issues.

Factor 2 - Supervisory Controls:

The incumbent serves under the general supervision of the Regional Director. The incumbent is responsible for carrying out assignments at the Regional level in conformance with the broad range programs identified by the Headquarters Office of Education and Outreach. The incumbent functions independently on a project basis 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 work is considered technically authoritative and is normally accepted without change. Policy recommendations are reviewed in terms of overall departmental goals, objectives and policies.

Factor 3 – Guidelines:

Guidelines include applicable laws, and Departmental policies relating to the release of information to the general public, public and private industry groups, other government entities, and community organizations. The incumbent works in conjunction with the Office of Public Affairs to schedule the release of communication in all media forms as well as plans speaking engagements related to FHEO activities.

Independent seasoned judgment is needed to apply broad education and outreach programs to very complex and unique socio-economic and political factors affecting the delivery of disbursing information to the public.

Factor 4 – Complexity:

The Education and Outreach Specialist must continuously provide information and updates to the Regional Director on the current and upcoming events scheduled for education and outreach efforts. Various media outlets will be used to accomplish education and outreach, therefore familiarity with the operational mechanics of each is required.

Marketing education and outreach should be accomplished with deliberate attention and techniques focused on targeted audiences in the Region. General guidance will come from Headquarters, however programs should be designed for the each geographic area with varying populations.

Varying approaches will be needed to maximize the reach of the education and outreach activities. Sensitivity to physical handicaps, socioeconomic status, and language barriers must be considered in order to develop appropriate educational programs.

Factor 5 – Scope and Effect:

The incumbent's work will result in greater public awareness and knowledge of the fair housing laws and HUD's ability to guarantee and enforce those rights. As a result, more people will exercise their rights to report discrimination and housing violations. As a

result of the incumbent's work documenting the effectiveness of education and outreach activities, changes in the federal implementation of housing programs and future studies will be commissioned to increase fair housing and homeownership opportunities.

The work results in a broader awareness of housing discrimination and knowledge that there are legal challenges and solutions to eliminate housing discrimination. More individuals and or groups will file complaints in an effort to abolish housing discrimination.

Additionally the purpose of the work is to provide expert guidance and superior technical assistance and advice in fair housing and equal opportunity matters within the geographical area served.

Factor 6 – Personal Contacts:

The contacts include the Governors, State legislators, county and city officials, department heads of housing authorities, heads of industry association (i.e., real estate, building construction, architects, and banking), disability rights groups, advocacy groups and faith-based organizations, as well as a variety of management in HUD and other Federal agencies.

Factor 7 – Purpose of Contacts:

The purpose is to promote education regarding housing discrimination and the legal vehicles and authorities available to challenge and eliminate the discrimination.

The incumbent regularly meets with officials to devise new campaigns for promoting fair housing education. These negotiations typically involve issues that are important because of their significant economic impact and local political sensitivity. Many issues are strongly contested, but incumbent must maintain firmness, objectivity, maturity and a high degree of professionalism in bringing difficult issues to a reasonable and sound resolution.

Factor 8 – Physical Demand:

Work sometimes requires participation in meetings and planning sessions that can be for long periods of time or occur impromptu. The duties are sometimes performed under stringent time restraints. Extended travel may also be required.

Factor 9 – Work Environment:

Work is generally performed in offices, and in safe and comfortable work areas.