

POSITION DESCRIPTION (Please Read Instructions on the Back)

1. Agency Position No.
5000107

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|---|--|---|--|---|--|--|--|----------------------------|--|
| 2. Reason for Submission <input checked="" type="checkbox"/> Redescription <input type="checkbox"/> Reestablishment | | 3. Service New <input type="checkbox"/> Hdqtrs <input checked="" type="checkbox"/> Field <input type="checkbox"/> Other | | 4. Employing Office Location | | 5. Duty Station | | 6. OPM Certification No. | |
| Explanation (Show any positions replaced) Standard SPD | | 7. Fair Labor Standards Act <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt | | 8. Financial Statements Required <input type="checkbox"/> Executive Personnel Financial Disclosure <input checked="" type="checkbox"/> Employment and Financial Interest | | 9. Subject to IA Action <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | 13. Competitive Level Code | |
| 10. Position Status <input checked="" type="checkbox"/> Competitive <input type="checkbox"/> Excepted (Specify in Remarks) | | 11. Position Is <input checked="" type="checkbox"/> Supervisory <input type="checkbox"/> Managerial <input type="checkbox"/> Neither | | 12. Sensitivity <input checked="" type="checkbox"/> 1-Non-Sensitive <input checked="" type="checkbox"/> 3-Critical <input type="checkbox"/> 2-Noncritical Sensitive <input type="checkbox"/> 4-Special Sensitive | | 14. Agency Use | | | |
| 15. Classified/Graded by | | Official Title of Position | | Pay Plan | | Occupational Code | | Grade | |

| 15. Classified/Graded by | Official Title of Position | Pay Plan | Occupational Code | Grade | Initials | Date |
|---|---------------------------------|----------|-------------------|-------|----------|------|
| a. Office of Personnel Management | | | | | | |
| b. Department, Agency or Establishment | | | | | | |
| c. Second Level Review | Supervisory Public Affairs Spec | GS | 1035 | 15 | | |
| d. First Level Review | | | | | | |
| e. Recommended by Supervisor or Initiating Office | | | | | | |

16. Organizational Title of Position (if different from official title)
ARD-External Affairs

17. Name of Employee (if vacant, specify)

| | |
|---|-----------------------|
| 18. Department, Agency, or Establishment Department of the Interior | c. Third Subdivision |
| a. First Subdivision U.S. Fish and Wildlife Service | d. Fourth Subdivision |
| b. Second Subdivision Regions | e. Fifth Subdivision |

19. Employee Review-This is an accurate description of the major duties and responsibilities of my position.

20. Supervisory Certification. I certify that this is an accurate statement of the major duties and responsibilities of this 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 statutes or their implementing regulations.

| | |
|---|--|
| a. Typed Name and Title of Immediate Supervisor | b. Typed Name and Title of Higher-Level Supervisor or Manager (optional) |
| Signature _____ Date _____ | Signature _____ Date _____ |

21. Classification/Job Grading Certification. I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standards.

22. Position Classification Standards Used in Classifying/Grading Position
US OPM GSSG
US OPM GS-1035

Information for Employees. The standards, and information on their application, are available in the personnel office. The classification of the position may be reviewed and corrected by the agency or the U.S. Office of Personnel Management. Information on classification/job grading appeals, and complaints on exemption from FLSA, is available from the personnel office or the U.S. Office of Personnel Management.

23. Position Review

| | Initials | Date | Initials | Date | Initials | Date | Initials | Date | Initials | Date |
|------------------------|----------|---------|----------|------|----------|------|----------|------|----------|------|
| a. Employee (optional) | | | | | | | | | | |
| b. Supervisor | | | | | | | | | | |
| c. Classifier | CK | 7/15/09 | | | | | | | | |

24. Remarks
FPL-GS-15 715109 - Corrected Block 12, Sensitivity, from 3-Critical and add Risk Designation: Moderate. CKing

25. Description of Major Duties and Responsibilities (See Attached)

Position Description
Supervisory Public Affairs Specialist GS-1035-15
(ARD-External Affairs)
Region SPD

Introduction

This description covers all Assistant Regional Director for External Affairs positions throughout the regional offices of the U.S. Fish and Wildlife Service. The Service's mission is "working with others, to conserve, protect and enhance fish, wildlife, and plants and their habitats for the continuing benefit of the American people." The Service helps protect a healthy environment for people, fish, and wildlife, and helps Americans conserve and enjoy the outdoors and our living treasures. The Service's major responsibilities are for national wildlife refuges, migratory birds, endangered species, and certain marine mammals and freshwater and anadromous fish, and the agency addresses these responsibilities in a public trust capacity with a duty of both receiving and providing information and data.

The regions of the Service range in size from several hundred employees to more than two thousand employees, and every region must address the full extent of Service programs and policies within its boundaries, in addition to unique programs that may exist within a single region. Each region includes a large number of field stations within its boundaries. The incumbent serves as the Assistant Regional Director for External Affairs, as a member of the Regional Directorate, and as a key leader working with the Regional Director and other senior managers in the region on the formulation and execution of Service policies. In addition to addressing the full breadth of Service issues as part of the senior leadership team and as advisor to the Regional Director, the incumbent has the lead responsibility for delivering the public service aspect of the bureau's mission ("working with others") with particular expertise in working with stakeholders and special constituencies. The incumbent manages and directs the Regional communication program as an integral and essential component of conservation management, both in receiving or perceiving public interest and positions and in delivering Service programs and messages to the public.

In close coordination with the headquarters leadership of External Affairs, which includes (but is not limited to) the Assistant Director for External Affairs, the Chief of Public Affairs and the Chief of Congressional and Legislative Affairs in Washington, D.C., the incumbent manages development and implementation of a broad strategy for targeted communications in an effective, efficient, and inclusive program with the public, as well as special constituencies of the Service that are essential to the agency's mission, including Congressional members and their staffs, State leaders, Tribal officials, news media on a local, national, and international level, non-governmental organizations, and other key external constituents. This strategy is regionally focused as are all the Service programs in a particular region, but with national and international implications for Service policy and for the broader arena of conservation. The incumbent's leadership in addressing these functions and this strategy enhances and reinforces the Service's mission and communications plan, and incorporates Service and Department of the Interior messages on a regular and recurring basis. The incumbent regularly and routinely handles issues

that are of national significance, attention and impact and reflect national Service policy. Issues often draw international attention.

The core External Affairs program includes Congressional and Native American affairs, intergovernmental affairs, public affairs, public education, Web page design and content, publication development and management, and outreach. The program also provides guidance to field station employees who carry out External Affairs duties and responsibilities and serves as the overarching leader for that network of distributed communications and externally focused staffing.

Major duties

The incumbent serves as the principal advisor and provides professional communications expertise and guidance as a member of the Regional Directorate during development of all regional policies, programs and decisions, ensuring that effective outreach and communication strategies are integral to the Service's operations in that region across all functions.

The incumbent analyzes and advises the Regional Directorate on the perceptions and reactions of the public and their Congressional representatives to the Service's activities, evaluates field station and regional office communication efforts and achievements, and evaluates and recommends appropriate modifications.

The incumbent actively participates in annual and long-term Service planning for addressing the Service's mission in the region, with particular expertise in addressing the public service responsibility, including effective internal communication, coordination, and information exchange between the regional External Affairs office and headquarters, particularly in strengthening awareness of Service and Departmental priorities among regional programs, and in serving as the primary responsibility for external communications, both in a listening and in a message-delivery capacity.

In coordination with the Regional Directorate and the Assistant Director for External Affairs, the incumbent oversees development and execution of effective communications on regional Service policies, programs, and decisions to regional as well as national stakeholders. This usually involves complex scientific, technical, or legal issues. These issues are regularly and routinely volatile with high political and public interest. The audiences include but are not limited to: Congressional members and their staffs; Governors and their staffs; Tribal governments; Federal, State, and local agencies; local, national, and international news media; non-governmental organizations; industry; academia; and other targeted audiences, in addition to a high degree of responsibility to the general public as part of the public service responsibility of the agency.

The incumbent uses interaction with senior leaders of the Service and with the array of stakeholders (described above) to develop strategies on controversial issues that routinely and regularly involve national policy directly or by implication, and reflect the senior leadership of the agency. The interaction with senior leaders sometimes extends to Congressional interests

and invested stakeholders including corporations or special interests groups, and may involve the White House, the Department of the Interior leaders, particular Members of Congress, leaders of organizations, and others. The incumbent coordinates among headquarters, regional offices and field stations to ensure coordinated and effective communications with Congressional offices; local, national, and international news media; and the public.

The incumbent ensures that coordinated and consistent external messages, aligned with Service and Department messages, are delivered by a team of regional personnel performing a variety of work in the areas of Congressional relations, intergovernmental and interagency relations, Native American relations, news media relations, non-governmental organization relations, outreach, and graphic and Web page design and content.

The incumbent maintains extensive contacts with Federal, State, Tribal, and local officials; private sector groups, and other target audiences in order to ensure the accurate communications and enhanced understanding of Service activities, both as a listener and as an official agent and speaker for agency outreach.

The incumbent manages the region's relationship with local, national and international news media, and develops, implements and evaluates strategies for interacting with news media in advancing the mission of the Service on behalf of the full spectrum of Service programs and functions.

The incumbent represents the Regional Director in establishing and maintaining effective relationships with Members of Congress and their staffs, particularly on controversial issues or in resolving problems of interest to senators and representatives. The incumbent regularly and routinely serves as the Service's chief point of contact between a Congressional office and the region. The incumbent manages development and implementation of strategies for working with Members and their staffs to fulfill the mission of the Service. The incumbent also ensures that information and material in response to inquiries and other assistance required by Members of Congress are made available in a timely manner.

The incumbent represents the Regional Director in establishing and maintaining close and effective government-to-government relationships with Tribes within the region, ensuring that the Service's special trust responsibilities with Tribes are considered in all projects and issues and that the Service's special relationship responsibilities with Tribes are fulfilled.

The incumbent regularly and routinely deals with issues across all programs under severe time constraints for developing messages, analyzing incoming information to determine the extent of its urgency and volatility, and coordinating with the Regional Director and the Assistant Director for External Affairs to appropriately address the matter. The incumbent has no room for error in dealing with the press because the incumbent serves as the official spokesperson, sometimes without warning on an issue or question.

The incumbent regularly and routinely plans, in coordination with the Assistant Director for External Affairs and the Department of the Interior Office of Communication, special events in

the region for the Secretary of the Interior, Assistant Secretary for Fish and Wildlife and Parks, Service Director, and other senior Department and Service staff.

The incumbent provides guidance, consultation, assistance, and training to field station employees, project leaders, and information and education staff in carrying out External Affairs activities and advises field staff on developing and using communications tools such as news releases, press conferences, and special events.

The incumbent exercises the full range of managerial authority by allocating resources and staff; applying supervisory and managerial principles and methods to lead External Affairs staff; providing leadership and direction to subordinates; and evaluating the External Affairs program to increase efficiency and effectiveness.

Knowledge Required by the Position

Comprehensive knowledge of the mission, goals, policies and authorizing legislation of the full range of the Service's policies for all of its programs, including endangered species, habitat conservation, environmental contaminants, the National Wildlife Refuge System, land acquisition, migratory bird management, grants programs, Federal Aid to States, fisheries, the National Fish Hatchery System, law enforcement, federal appropriations and budgeting, hunting programs and policies, etc. Knowledge must be extensive on controversial and complex issues such as critical habitat funding, species reintroductions, new legislatively mandated programs such as grants programs, etc to serve as Chief advisor to the Regional Director and Departmental staff.

Mastery of communication principles, methods, practices, and techniques, and particular application of this knowledge to the special constituencies and the particular programs of the Fish and Wildlife Service to independently respond to complex issues affecting the Service and the Department of the Interior and those issues impacting on the Office of the Secretary, the Assistant Secretary Fish, Wildlife and Parks, members of Congress and their Congressional staff.

Expert skill in analyzing communications needs, and developing and recommending strategies to the Regional Directorate and Assistant Director for External Affairs to advance the Service's mission.

Broad knowledge of current national political trends, as well as regional political trends, in order to contribute to the shaping of policy through speeches, statements, presentations, web publication, and other messaging that formulates and articulates Service policy and positions.

Mastery of interpersonal relation skills to enable the incumbent to serve as the principal advisor and authority on communication issues for the Regional Director, and for the GS-15 members of the Regional Directorate, and to work with other communications professionals throughout the Service to address problem-solving through communications. Issues are regularly and routinely controversial and complex and require emphasis on interpersonal skill in order to fulfill the

position's requirement to facilitate communication both internally and externally, and both by listening and delivering information.

Ability to formulate, articulate, and coordinate an overall communications program that integrates Service issues and conveys complex information on Service policies, programs, and decisions – often involving legal issues – that affect local, regional, and national constituencies.

Mastery in communicating highly technical information to both technical and non-technical audiences, and to regularly and routinely address national policy issues by their application to regional topics and outreach to the region's constituencies and stakeholders.

Skill in managing External Affairs resources so that the goals of the organization can be accomplished. Leadership and management skills in directing External Affairs staff in planning and executing communications programs.

Broad knowledge of the legislative process, and laws and regulations governing Service activities, including newly legislated provisions. Thorough understanding of and the ability to explain litigation processes and sensitivities regarding national policy issues.

Ability to guide and evaluate preparation of materials conveying complex or controversial information about national Service policies, programs, or decisions, as well as the ability to review the work of others to ensure accuracy, completeness, timeliness, and coordination with national policies.

Strong writing skills in order to write or oversee the writing of speeches, opinion pieces, news releases, magazine stories, and other communications for the Regional Director, Deputy Regional Director, and other officials, and the skill to know national policy in order to make sure regional messages are in conformance.

Knowledge of event planning and coordination to manage and advise staff on special event productions that may include the President or Vice President; Members of the Cabinet; and Members of Congress.

Skill in meeting and dealing effectively with Members of Congress, State legislators, Governors, and Tribal leaders and establishing effective lines of communication so that the Service's policies, programs, and decisions are understood, and in order to participate in regional and national events with these individuals.

Skill in responding orally, regularly and routinely under pressure, to criticisms or questions concerning Service policies, programs, or decisions and to logically and effectively explain the Service's national position to gain understanding and support of the position.

Skill in evaluating the effectiveness of the regional External Affairs program, analyzing feedback from stakeholders and internal managers, and making improvements to internal operations to enhance the program and to support the Service's mission.

Factor 1, Program Scope and Effect

The purpose of the work is to contribute leadership for the Service's mission, programs, policies, and decisions regionally and nationally in order to elicit understanding and support necessary for mission accomplishment, and to fulfill the public service responsibility for the agency's natural resource management programs. While the incumbent has primary responsibility for communications in one of seven regions in the country, the work regularly and routinely involves consultation and coordination beyond regional boundaries because of the national policy implications of regional issues and as part of the regional input into national policy making. The work regularly involves highly complex issues requiring independent action on the part of the incumbent. The actions evolve directly at higher levels within the Department requiring the incumbent to deal directly with the Assistant Secretary for Fish, Wildlife, and Parks, and/or the Office of the Secretary. The incumbent must determine the most efficient methods and approaches for dealing with the issues and determining the best means of implementing strategies.

The External Affairs program typically consists of professional communicators skilled in relations with local, national, and international news media; Congresspersons from several states; Native American Tribes; and many governmental agencies and private organizations.

The work involves: identification and analysis of areas of difference as well as commonalities between the agency and its audiences. These audiences always include an oppositional element due to the political issues or differences in scientific conclusions, and the incumbent must be skilled in working directly, inclusively and effectively with the news media; development and recommendation of appropriate and often new communications opportunities; and evaluation and revision of communication methods in response to changing circumstances. The incumbent must have a high degree of skill in receiving information from multiple sources and sorting out concerns, trends, lines of questioning, and other analyses to best shape response by the agency and influence to decisions and policy, including a high degree of national policy being addressed and impacted in a particular region. The ARD-External Affairs' recommendations to top officials regularly establish the Agency's position on significant policy matters.

The work of the incumbent assures that a wide variety of target audiences are informed and have opportunities to provide input on programs and policies. This affects the economic, social, and recreational aspects of many groups that support or oppose agency actions. The work affects how members of Congress and other Federal agencies, and State and local agencies interpret the Service's programs. Additionally, the technical duties and responsibilities independently performed by the incumbent influences the way audiences react to on-going complex issues of the Service and effects successful achievement of major programs carried out by the agency. The work can affect the very survival of some fish, wildlife, or plant species. This work influences the way audiences respond to Service issues and is therefore essential to gaining and maintaining support for the Department's and Service's actions. This crucial support affects the ability of the agency to function both regionally and nationally and affects attainment of mission

and program goals and is essential to the mission of the Service in fulfilling legal and executive mandates, and court-ordered actions.

Factor 2, Organizational Setting

The incumbent performs supervisory and managerial duties under the general administrative and policy guidance of the Regional and Deputy Regional Director, who set the goals and objectives through broad mission statements for the office in accordance with national policy and program guidance. The incumbent is accountable to the Regional and Deputy Regional Director as well as the Assistant Director for External Affairs for working across all of the Service's programs to ensure that regional External Affairs plans and actions support the Department's and the Service's goals on national issues.

The position's first-line supervisor is the Regional Director (SES) or the GS-15 Deputy Regional Director, as part of their responsibility and authority over the Regional Directorate, which is comprised primarily of GS-15 leaders who are the highest-level managers of the region.

Factor 3, Supervisory and Managerial Authority

The incumbent exercises a full range of supervision and management skills in directing and building a team of subordinates that includes leaders, coordinators, and, in many regions, supervisors of other External Affairs staff.

Tasks include: preparing job descriptions and performance standards; recruiting, interviewing and selecting staff; supervising and counseling staff; resolving complaints, disputes and group grievances; disciplining subordinates; identifying and providing staff training that may be non-routine or costly; approving personnel expenditures such as within-grade increases, overtime, and travel; subject to higher level approval, recommending bonuses and changes in position classifications; evaluating the performance of staff and reviewing evaluations of staff under subordinate supervisors; and recommending selections for subordinate supervisory and leadership positions.

The work involves: planning, prioritizing, and establishing completion dates for work; assigning work to subordinates; seeking and implementing improved working conditions, methods of accomplishing work, and quality controls; making decisions on complex issues presented by subordinates; maintaining frequent contact with other Service managers throughout the region and the nation regarding the progress, potential problems, and wide-ranging implications of Service actions and communications; and providing communications counsel and guidance to other Service managers, including peers, the Deputy Regional Director, and the Regional Director.

Non-supervisory technical duties that are performed at least 25 percent of the time involve planning, designing, executing, and evaluating controversial situations and determining the methods, approaches and strategies for dealing with these complex issues. The incumbent carries out these assignments in total autonomy of the supervisors and deals independently with

the Office of the Assistant Secretary for Fish, Wildlife, and Parks, Office of the Secretary, and with members of Congress and their Congressional staff. The work is technically authoritative and receives little or no review.

Factor 4, Personal Contacts

4A - Nature of Contacts

The incumbent serves as a principal advisor and as a member of the leadership team directly advising and reporting to an SES position, the Regional Director. The incumbent serves on a regional leadership team of GS-15 senior managers and leaders and regularly and routinely provides team members advice and designs and implements policy and program strategies pertaining to policy implementation and communication. Personal contacts, conducted in person and through written correspondence, include Members of Congress and their staffs; State officials, including Governors and their staffs; Tribal government leaders; Service and Departmental officials; other Federal government personnel; U.S. Attorneys and the Solicitor's Office; leaders of private sector entities in business, industry, conservation, and academia; local, national, and international news media; SES leaders of the Service and the Department of the Interior; Service staff in regional offices and in field stations; Washington senior leadership, and target audiences.

Contacts involve decision-making and substantive exchanges of information and not routine administrative tasks. Parties regularly and routinely hold opposing points of view on a given course of action, and the incumbent must be proficient and timely in response to hostile questions, in addition to providing more measured communications. Contacts may be at formal meetings, news conferences, workshops, or special events, or increasingly through the developing technology for real-time electronic discussion.

4B - Purpose of Contacts

Contacts with the Washington office maintain essential and critical coordination on national issues, politics and positions and ensure effective communication regarding Service policies, programs, and decisions. Direct assignments can come from the Secretary's office or the Director's office, placing upon the incumbent responsibility for evaluating and assigning tasks to the appropriate staff and coordinating responses, and keeping the SES leader of the region fully informed, and articulating the region's issues appropriately. The incumbent actively participates in inter-Regional meetings that directly influence the agency's External Affairs efforts nationwide.

Contacts within the regional office serve to exchange information and to counsel and advise management on appropriate communication approaches. Field station contacts guide employees in carrying out their External Affairs responsibilities and elicit information about newsworthy issues.

Non-Service and non-federal contacts deal with exchanging information, explaining controversial issues, and organizing special events. A significant number of these outside contacts deal with decision-making on highly controversial issues, and the incumbent is frequently called upon to explain and defend policies against criticism, usually under severe time

constraints which therefore require the incumbent to be well-informed on current and complex policy and political issues across the full spectrum of Service programs.

These contacts help determine opinions of individuals and organizations. They help persuade individuals and organizations to understand, accept, or support Service programs, which is a key component to achieving the agency's conservation mission.

Factor 5, Difficulty of Typical Work Directed

The typical work directed demands at least 25 percent of the incumbent's duty hours and is classified at no less than the GS-12 grade level; or the incumbent directs GS-13 level work at least 50 percent of the time. The incumbent exercises supervision and management over subordinates with widely diverse responsibilities related to various aspects of the region's communications programs, and persons under the supervision of the incumbent are routinely in a position to broadly influence agency messages and public perception because of outreach duties assigned to them. Some of the work may be directed through subordinate supervisors. Assignments are both broad and complex in nature, requiring significant knowledge and understanding of the Service, its policies, mission, and goals. The incumbent provides support, direction, and guidance to communications professionals assigned to other programs in the region and works directly with GS-15 colleagues on the Regional Directorate and leads outreach coordination for GS-14 and GS-13 Project Leaders throughout the region on key initiatives and outreach projects.

Factor 6, Other Conditions

The incumbent is the national communications and public service expert for that particular region, and serves as counsel and advisor on External Affairs issues to Service managers, including those at the highest level. The work is managerial and authoritative. The majority of work involves consultation and coordination with other Service managers. It always involves a significant amount of coordination with a variety of agencies and organizations.

The incumbent identifies work activities, plans projects or assignments, interprets policy in terms of established objectives, and considers and implements methods and techniques to be employed. Most circumstances are unique and require careful consideration of the appropriate communications approach. There are frequent and substantive communications with peers and higher level Service managers in order to develop policy and both short-term and long-term plans for Service communications in the mercurial and sensitive communications arena. The work is usually accomplished on short notice with limited resources.

The work supervised is principally performed by professional communicators at the GS-12 or GS-13 grade level. The work is performed almost entirely by Federal employees; although incumbents develop instruments for hiring contractors and consultants for some of the work. Supervision requires coordination and integration of a variety of work assignments, usually involving several different means of communication such as video, electronic images, and

Internet. These work assignments stem from the incumbent identifying and formulating solutions to the communications needs of professional Service staff. These can involve Service plans and actions that impact other government agencies, organizations, and the public. The success of the communications work directly impacts the Service and the Department, and the incumbent is the chief expert and responsibility party for the effective delivery of the agency's public service interaction, both receiving and giving information that reflects or affects national policy.