

POSITION DESCRIPTION (Please Read Instructions on the Back)

1. Agency Position No.
S000367

2. Reason for Submission
 Redescription New Hdqtrs Field
 Reestablishment Other
 Explanation (Show any positions replaced)

3. Service
 Hdqtrs Field

4. Employing Office Location
varies

6. OPM Certification No.

Standard Position Description approved for Service-wide use.

7. Fair Labor Standards Act
 Exempt Nonexempt

8. Financial Statements Required
 Executive Personnel Financial Disclosure Employment and Financial Interest

9. Subject to IA Action
 Yes No

10. Position Status
 Competitive Excepted (Specify in Remarks)
 SES (Gen.) SES (CR)

11. Position Is Supervisory Managerial Neither

12. Sensitivity
 1--Non-Sensitive 3--Critical

13. Competitive Level Code

14. Agency Use
BUS : 8888

15. Classified/Graded by	Official Title of Position	Pay Plan	Occupational Code	Grade	Initials	Date
a. Office of Personnel Management	FPL: GS-13					
b. Department, Agency or Establishment						
c. Second Level Review	Public Affairs Specialist	GS	1035	13		
d. First Level Review						
e. Recommended by Supervisor or Initiating Office						

16. Organizational Title of Position (if different from official title)
LCC Communications Manager

17. Name of Employee (if vacant, specify)

18. Department, Agency, or Establishment
Department of the Interior

c. Third Subdivision
ARD - Science Applications

a. First Subdivision
U.S. Fish & Wildlife Service

d. Fourth Subdivision

b. Second Subdivision
Region

e. Fifth Subdivision
Org. Code

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

Signature of Employee (optional)

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 _____

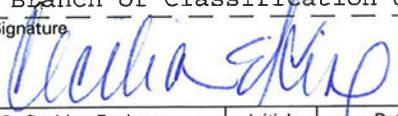
Signature _____ Date _____

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
OPM PCF for Public Affairs Series, GS-1035, TS-53, dated July 1981

Typed Name and Title of Official Taking Action
Cecilia E. King, Acting Chief

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.

Branch of Classification & Pay
Signature  Date 12/30/09

23. Position Review	Initials	Date								
a. Employee (optional)										
b. Supervisor										
c. Classifier										

24. Remarks
Drug Testing=No; Risk Designation=Moderate; Financial Disclosure=No (See PD#s S000368)

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

Public Affairs Specialist, GS-1035-13
Organizational Title: LCC Communications Manager
S000367

INTRODUCTION:

This position is located within the Assistant Regional Director for Science Applications, U.S. Fish and Wildlife Service (Service), ____ (insert Region name/location) _____. The Service seeks to engage in the functional elements of a landscape approach to conservation using *Strategic Habitat Conservation* (SHC) in a specific geographic area by working with the State conservation agencies, sister bureaus in the Department of Interior (Department or DOI), Tribal Nations, and engaging other partners in a more science intensive, landscape-oriented, outcome-driven, partner-involved context. The Service is committed to working cooperatively in the development of a shared vision to support and sustain fish and wildlife populations, cooperate in its implementation, and collaborate in its refinement. The Service envisions a collaborative and strategic approach to integrating the conservation goals and objectives of international, national, regional, state and non-governmental organizations' priority fish and wildlife conservation plans.

The incumbent serves as an Public Affairs Specialist and as the LCC Communications Manager for the assigned Geographic Area _____ (insert Geo Area name). He/she serves as the primary contact on public affairs, environmental information, and outreach issues within his/her assigned area; is a key contributor to the development, improvement, control and efficiencies of programs and policies related to outreach; and often serves as the official spokesman for assigned areas and is responsible for providing expertise to Service and Departmental public affairs and outreach personnel regarding assigned areas or programs as requested.

The incumbent's work products and activities consistently reflect a full up-to-date utilization of the methods, approaches, and techniques involved in environmental information, public affairs, and outreach and demonstrate consistent factual reliability. Program guidance and priorities will be developed between the incumbent and the LCC Coordinator with input and concurrence by the Assistant Regional Director for Science Applications. He/she works with the Landscape Conservation Cooperatives (LCCs) Coordinator, Service staff within regional program offices and field offices, State conservation agencies, sister bureaus in the Department, and with partners within the Landscape Conservation Cooperatives (LCCs) and throughout the cooperative conservation community to communicate the Service's work and activities addressing climate change impacts on landscape and habitat conservation.

MAJOR DUTIES

1. LCC Communications Manager

Serves as the LCC/Service spokesperson on all matters regarding LCC/Service actions directly related to climate change science, landscape approach to conservation using *Strategic Habitat Conservation* (SHC), as well as Service and Departmental policies governing program activities and issues.

Responsible for working with and responding to inquires and requests for information and interviews with Service officials from local, national and international wire services, television and radio networks, national and international circulated newspapers and magazines, as well as members of the Washington DC press corps, the legal community, interest groups, consultants, and the public. Issues are frequently of a highly complex and sensitive nature, often controversial, and can have national or international implications. Analyzes requests and possible responses in light of technical complexity and sensitivity, applicable policies, and coordinates responses with other Service and Department officials or personnel as appropriate to the situation.

Establishes and maintains effective working relationships with news media representatives, those of non-

government organizations, as well as Service employees in Washington and Regional and field offices, Departmental public affairs specialists, and employees of other Departmental bureaus and offices.

2. Produces and Distributes Informational Products

Writes a variety of informational products and determines appropriate levels of review and clearance for these same, including regional and national media advisories, news releases, official statements, announcements, scripts, letters, internal memoranda and related materials concerning assigned program areas.

Coordinates information efforts with Regional Public Affairs Officers, as well as other Service Public Affairs staff and other Service program areas, as well as the Department's Office of Communications, other agencies and LCC partners as appropriate.

Develops communications strategies, outreach plans and other informational materials and products to inform and educate the public and promote the Service's programs.

3. News Conference, Special Event Planning Project Officer

Plans and executes special events, press conferences, briefings, public meetings and hearings. Coordinating these events with senior leadership/management in the ARD-Science Applications and Regional Public Affairs Offices, as well as other regional and field staff. These special events often involve the Service Director, Interior Secretary and other high ranking officials of the Department and other cabinet level agencies, and elected officials.

Handles all logistical arrangements, coordinating the preparation and review of related press releases, media kits, fact sheets, and other background or support material as appropriate.

4. Communication Policy and Guidance

Provides guidance to LCC, Regional and WO Service personnel and as well as the Department's Office of Communications concerning treatment of sensitive or controversial activities associated with Service actions directly related to climate change science, landscape approach to conservation using SHC, and other natural resources (i.e., fish and wildlife and their habitats) management.

Based on knowledge of the news media and Service constituencies, gauges public reaction to LCC/Service decisions or actions and advises program officials, Regional and Washington public affairs specialists, and Office of Communications on anticipated reactions as well as strategies for presenting the Service and Departmental position on sensitive and controversial issues.

Authors and develops communications strategies, outreach plans and other informational materials to inform and educate the public and promote the Service's programs.

FACTOR EVALUATION

Factor 1. Knowledge Required by the Position

Mastery of communication principles methods, practices, and techniques of outreach and mass communication enabling the incumbent to analyze and convey complex and often sensitive or controversial information to media representatives and a variety of publics with divergent opinions and interests, and anticipate public and news media response to policy decisions, actions, or issues involving fish and wildlife conservation and management.

This includes:

- Mastery of communication principles and skills enabling the incumbent to obtain and quickly comprehend and understand large amounts of complex information regarding climate change science, fish and wildlife conservation, and associated issues from Service specialists and, analyzing this information, process this information in a written or on-the-spot verbal manner in clear concise terms to a wide variety of internal and external audiences.
- Mastery of both oral and written communication skills sufficient to tailor information to the needs and level of knowledge and interest to a variety of different publics. Requires mastery of communication and public relations skills in explaining issues clearly to representatives of the mass media, writers, and other individuals who possess little background knowledge in wildlife management and conservation, as well as those indifferent to or critical of agency decisions and/or activities.
- Mastery of skills sufficient to enable working with news media representative and the writing of news releases, media bulletins, scripts, feature articles, and fact sheets to convey often complex information on wildlife topics. Materials are written in a clear, accurate, and interesting manner appropriate for the communication format involved and aimed at capturing the attention of the news media and the public. Skill must be sufficient to prepare acceptable written material rapidly in order to comply with tight deadlines imposed by the needs of the news media and the Department's Office of Public Affairs.
- Knowledge and skill sufficient to plan and execute a wide variety of communications activities ranging from preparation of fact sheets and news releases to full-scale print and broadcast media campaigns using public service messages, press tours, news conferences, special events, etc, in order to promote agency programs, explain agency decisions and describe Service programs. Requires close coordination and daily contact with Regional Public Affairs Offices, Secretary's Office of Communications, and Service Directorate.
- In-depth knowledge of the Service, its mission, associated programs and activities, climate change science, and natural resource and wildlife management topics. Knowledge and skill sufficient to examine and analyze information and draft or present guidance concerning likely public reactions to Service activities and recommend outreach and public affairs approaches to communicate Service objectives to the audience.

Factor 2. Supervisory Controls

Within minimal guidelines established by the LCC Coordinator in concert with the Assistant Regional Director for Science Applications, the incumbent is responsible for carrying out all phases of assigned responsibilities including identifying and planning needed public affairs information and activities through contacts with program officials and media representatives, assisting in establishing priorities and deadlines for work, determining appropriate approaches, messages, and methods, recommending modification of approach if necessary, coordinating and clearing work with appropriate Service and Departmental officials, and resolving conflicts. Exercises care to inform supervisor of progress, potential controversies, and implications of proposed policies or a given action. Final work phases are subject to the LCC Coordinator/Assistant Regional Director review and approval prior to completion. The incumbent's work is reviewed for achievement of objectives and conformance with official policy.

Factor 3. Guidelines

Guidelines are agency policy statements or broad precedents and are applicable in establishing a general program direction or setting a tone but not totally sufficient for dealing specifically with the more complex, intricate or unusual situations, issues or problems encountered on a recurring basis. The incumbent is required to deviate from standard

approaches in developing new ways to communicate messages on controversial and sensitive issues where public reaction has been negative or indifferent and understanding by agency publics of information programs is essential to success of mission. With intense political/media/and public attention coupled with the short turn-around timeframes for initiating Service actions directly related to climate change impacts on landscape and habitat conservation, the incumbent will be required to work under tight schedules and to think outside the box - deviating from standard approaches in developing new ways to communicate the Service's message on all aspects of high-priority Regional science activities, including those involving climate change, adaptive resources management, structured decision analysis, and landscape conservation actions to ensure a positive Service message is received and understood.

Factor 4. Complexity

The audience includes a wide spectrum of groups with divergent views on the conservation and wildlife management related responsibilities of the agency. Assignments are also developed on an "as needed" basis to support Departmental national information programs and Service actions directly related to climate change science and natural resources conservation. To carry out assignments, the incumbent must assess the sensitivity of the issue and develop appropriate approaches and materials to communicate technical or complex information on fish and wildlife management, research, and laws in an effective manner.

The incumbent develops new methods, strategies and communication plans to cover the complete spectrum of high-priority science activities/programs in the LCC's geographic area. This involves: assessing the sensitivity of the issue; the target audience's information needs; developing appropriate approaches and materials to communicate technical or complex information on fish and wildlife management, research, and laws in an effective manner; and establishing and maintaining effective working relationships in achieving understanding with groups indifferent to or having opposing points of view to programs and policies. The work requires developing new ways of gathering input from a variety of individuals and groups with conflicting views and interests, and developing and initiating varied approaches and strategies in communicating the agency's objectives to groups opposed or indifferent to programs.

Factor 5. Scope and Effect

The purpose of the work is to provide direction and expert technical advice in communicating the Service's and designated LCC's mission, programs, policies and decisions regionally in a manner that elicits the understanding and support that is necessary for mission accomplishment. Furthermore, the purpose of the work is to determine reasons for any negative opinion which the public may be expressing regarding the LCC/Service's work in the assigned geographic area and develop new or alternative means of providing information that will enhance public understanding of, and support for, agency programs and efforts.

The incumbent may be called upon by the LCC Coordinator and/or Assistant Regional Director to recommend opportunities and messages for public communication. The incumbent may also be called upon to assist Members of Congress and their staffs and other elected officials and their staffs as well as media representatives and representatives of other organizations (both governmental and non-governmental) in learning more about the work of the Service and the LCC geographic area and establish effective communication channels to assist them in carrying out their legislative, media or other functions. The incumbent must mount and carry out a sustained long-range effort to generate and implement understanding and create support for these programs by targeted audiences and the public in general. The successful accomplishment of the Service's mission affects the recreational, social, and economic interests of many constituencies as well as the survival of some species of wildlife and plants. The role of the incumbent in accomplishing this mission is critical.

The scope of the Environmental Information and Outreach Specialist's assignment is extremely broad - both the range and complexity of issues as well as the geographic area covered. The incumbent deals with matters ranging from the highly technical, scientific, and legislatively-based, to the straightforward, public-use-oriented; and with constituents from

major metropolitan centers to rural settings. The Environmental Information and Outreach Specialist's work requires a high *degree* of creativity, flexibility, quick-thinking and Assistant Regional Directors' and Regional Director support to achieve the desired results.

Factor 6. Personal Contacts

Personal contacts are with employees and management officials in the Washington, Regional, and field offices of the Service and leadership in the Department; with partners within the Landscape Conservation Cooperatives (LCCs); with reporters for national (and possibly international) news media as well as reporters for many local TV, radio, and print outlets and with the public at large. There may also be contacts with officials of private conservation organizations and with information offices and staff of other Federal, State, and private agencies or organizations. These consulting relationships constitute situations when the issues are sensitive or controversial, the meetings are not routine, and the parties hold opposing points-of-view on a given course of actions.

Factor 7. Purpose of Contacts

The purpose of contacts is to analyze, develop and present alternative approaches in developing communication strategies for misunderstood Service policies or programs; or to present clarifications of LCC/Service activities or policies to specialized groups, the general population, industrial organizations, representatives of the news media, or individuals.

Factor 8. Physical Demands

The work is primarily sedentary and requires a minimum of physical exertion.

Factor 9. Work Environment

Work is performed in an office setting which is adequately lighted, heated, and ventilated. The incumbent is required to travel via airplane, government automobile, buses and trains.