

METRO Classification Description

Title: Senior Public Affairs Specialist

Job Code: 0340

Pay Range: 19

FLSA Status: Exempt - Administrative

Bargaining Unit: AFSCME 3580

Established:

Revised: 2007, August 2017

Classification Summary:

Perform a variety of complex public affairs activities including developing and implementing a community relations program for a major project at Metro. Liaise between Metro and the media. Plan, design and execute a public affairs function for Metro as a whole, for a large department, or Metro Council or Staff.

Supervision Received:

General supervision is received from a Supervisor, Manager or Director.

Supervision Exercised:

May provide lead direction to other professional staff.

Distinguishing Features:

This is the third of a four-level professional series. The classification's work is considered technically authoritative and is normally accepted without significant change. The Senior Public Affairs Specialist classification is distinguished from the Associate Public Affairs Specialist by responsibility for large and complex projects, the need to create new approaches to solve complex public affairs issues, involvement in public affairs policy formulation and strategy development guided by general policy statements and statutory mandates, and by the responsibility to serve as a lead over other professional staff.

Essential Functions:

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks an employee in this classification may be expected to perform.

1. Advises management and project teams on the public affairs impact of proposed changes to Metro programs, policies and operations. Integrates communication strategies with Metro goals and objectives.
2. Plans and leads a comprehensive and integrated public affairs program. Plans long-range communications and public education or outreach strategies that include advertising, promotional events and publicity.
3. Leads work groups with program stakeholders to plan communication strategies or solve communication problems. Represents agency on external task forces or groups and RLI- related teams.
4. Assists in developing communication policy and procedures for handling sensitive information or media contact.

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5. Plans, leads and coordinates public outreach or education activities. Plans, organizes and coordinates special events and campaigns to promote Metro activities. Develops and administers budgets, writes fact sheets for public understanding, remains current on technical developments, coordinates speakers and organizes public forums and hearings.
6. Contacts the news media, leaders of civic or trade organizations affected by Metro policies or programs; and city, county or regional government officials to explain significant or controversial agency actions or decisions or to mediate among groups of individuals with divergent viewpoints.
7. Writes speeches for Metro Councilors or executives. Advises and provides expertise on media strategies, press and public relations.
8. Makes presentations in-house, to public, private and governmental organizations, and to the media. Develops new methods of promoting Metro projects to the public. Plans press strategies for specific programs or projects.
9. Researches and gathers data on Metro functions, programs and policies to provide accurate information to the public, media and other jurisdictions.
10. Determines graphic needs and coordinates design and production with designers.
11. Reviews publications submitted by other staff members. Edits as necessary.

Secondary Functions:

1. Performs other related duties as assigned.

Job Specifications:

Bachelor's Degree in Political Science, Business or Public Administration, Public Relations, Marketing, the Behavioral or Social Sciences or related degree, and five years professional level experience in Public Relations or Affairs; or any combination of experience and education which provides the applicant with the desired knowledge, skills, and ability required to perform the job.

Knowledge, Skills and Abilities:

1. Extensive knowledge of public relations principles and practices
2. Knowledge of publication design and production principles and procedures
3. Knowledge of media production, communication and dissemination techniques and methods (including alternative ways to use written, oral and visual media)
4. General knowledge of the principles and methods of web site information architecture and design layout
5. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar
6. Knowledge of budgeting principles and practices
7. Skill in the use of computers and software related to presentation and project management
8. Excellent written and oral communication skills

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9. Ability to conduct research, analyze results and present findings to different audiences with various levels of comprehension
10. Ability to develop, organize and coordinate a major media program, including program objectives, procedures and evaluation techniques
11. Ability to interact effectively with elected officials, representatives of other governments, senior management, associates and the public
12. Ability to train and lead other professionals

Working Conditions:

This position requires the ability to perform those activities necessary to complete the essential functions of the job, either with or without reasonable accommodation. Position may require frequent or continuous fingering, talking, repetitive motions of the hands/wrists, sitting and good general hearing. May also require occasional standing, walking, reaching and lifting or carrying up to 40 pounds. Incumbents in this position are required to attend offsite meetings during and after normal work hours.