Job Title: Public Affairs Specialist, GG-1035-14

Position Description
Public Affairs Specialist GS 1035 GG 14

Job Title: Public Affairs Specialist
Agency: Advisory Council on Historic Preservation

Job Announcement Number:
SERIES & GRADE: FF 1035 GG 14
POSITION INFORMATION: Full Time - Permanent
DUTY LOCATIONS: 1 vacancy, District of Columbia

WHO MAY APPLY: United States Citizens
SECURITY CLEARANCE:
SUPERVISORY STATUS:

ABOUT THE AGENCY:
The Advisory Council on Historic Preservation (ACHP) is an independent federal agency that provides a public forum to influence federal policy, programs, and activities that affect historic resources nationwide.

With 42 full-time staff, the ACHP promotes the preservation, enhancement, and productive use of our nation's historic resources, and advises the President and Congress on national historic preservation policy. The ACHP was established by the National Historic Preservation Act (NHPA), which entrusts to the ACHP the unique mission of advancing historic preservation within the federal government and the national historic preservation program.

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JOB SUMMARY:
This position is located in the Office of Communications, Education, and Outreach (OCEO) in the Advisory Council on Historic Preservation. The Office of Communications and Outreach is responsible for communications with outreach to federal agencies; Congress; and national, state, and local organizations; officials and organizations and associations that represent the historic preservation community; as well as to the press and other media outlets; and the general public. The office's primary function is to communicate information about the ACHP's initiatives, policies, and programs. Communications services include speechwriting and other writing, and outreach via social and traditional media. Incumbent is an expert writer and has excellent organizational skills to manage multiple assignments and coordinate time-sensitive projects.

DUTIES:
Conducts the public affairs and media efforts within the agency with responsibility for planning and executing said program to inform and educate the diverse audiences and specialized publics about the ACHP's programs, activities, and services, regardless of their knowledge and understanding of historic preservation.

Plans, directs, and executes national campaigns to convey complex information concerning the work of the ACHP, our policies and programs, and historic preservation.

Serves as project manager and the authoritative resource for media, works with other offices to provide authoritative advice and consultation to leadership, federal agencies, and other constituencies regarding specific communications and to amplify messaging.

Researches, writes, and edits leadership speeches and materials with regard to briefing materials, talking points, and publications and other support necessary to perform the critical functions of the Communications Office.

Writes, documents, manages the interpretation of complex case information and reports on existing, new and proposed legislation and regulations using plain language so that various audiences can clearly understand the meanings and implications of agency programs and the legislative and regulatory language authorizing them.

Work directly with offices in the agency to coordinate, plan, direct, and execute projects to convey information concerning ACHP preservation initiatives, programs, activities, and historic preservation. Coordinates with offices to ensure awareness of projects/programs.

Manages the ACHP's new media strategy, to develop brand awareness, raise the visibility of historic preservation and the work of the ACHP. This role interacts with all agency teams to support their respective programs and projects, ensuring consistency in voice and messaging.

Directs special events, ceremonies, tours, and other activities intended to develop interest in agency programs.

KNOWLEDGE REQUIRED BY THE POSITION:
Establishes and maintains effective working relationships with editors and other members of the media, and specialized audiences interested in the ACHP's work.

Responds to information requests from the news media and general public on the ACHP's work in written or oral form, often requiring detailed explanations of negative comments made on the organization's activities or performance in a particular situation.

Serves as agency spokesperson, engages the media, and supports public meetings as needed. Determines opportunities for and executes proactive press releases and media outreach.

Keeps agency management aware of comments, negative publicity, and criticisms.

Prepares articles for publication in various media.

QUALIFICATIONS REQUIRED:
Mastery of the principles, methods, practices, and techniques of communication that enable the employee to function as the organization's technical authority on all public affairs. Manages a national public affairs program which conveys complex information on the ACHP's activities. Must be skilled in responding orally to criticism of the ACHP's functions or performance to logically and effectively explain ACHP programs, policy, and regulations.

Skill in evaluating the effectiveness of the public affairs program as operated in the field offices, analyzing feedback from the media and public, and developing recommendations to improve the internal operation and enhance the overall public affairs program. Knowledge must include:

- Demonstrated 8+ years in communications, marketing, and public relations

- Understanding of historic preservation and the National Historic Preservation Act, especially as it relates to the ACHP

- Skill in developing written materials to convey information concerning complex programs having diverse levels of understanding of the organization's programs and activities

- Skill in responding orally to criticism of the organization's functions or performance, to logically and effectively explain programs, functions, and activities and gain understanding of the organization's efforts

- Proficiency in working with social media tools

- Skill in evaluating the effectiveness of a communications program, analyzing feedback from the media and the public and developing recommendations to improve ACHP communications and enhance the overall communications program

- Skill in establishing and maintaining effective working relationships with individuals and groups interested in or affected by ACHP programs and creating meaningful communication interchanges between them and the ACHP.

SUPERVISORY CONTROLS:
The supervisor provides general administrative and policy direction defining the employee's assignment in terms of broad mission statements. The public affairs specialist plans, designs, executes, and evaluates the overall program, independently determining the methods and approaches to be used. The program is evaluated in terms of results achieved and objectives met. Decisions and plans are accepted as technically authoritative.

GUIDELINES:
The incumbent adheres broadly to goals and objectives contained in the ACHP's six-year strategic plan and mission statement and other directives from ACHP chairman, council members, and executive director.

The public affairs specialist uses seasoned judgment in deviating from acceptable communication practices or strategies to develop methods appropriate to specific issues or problems.

COMPLEXITY:
Assignments include planning, designing, executing, and evaluating a public affairs program involving the development of written materials conveying complex information about the organization's programs, the maintenance of effective working relationships with specialized groups, and the development of recommendations to improve program effectiveness. Decisions regarding what needs to be done involve analyzing the information needs of various segments of the organization's publics, determining the most effective approaches to employ in reaching the specialized publics, modifying strategies or plans to more effectively communicate programs and functions, and providing information to refute undue criticism. The work involves obtaining feedback from publics in developing new approaches to use in meeting communication needs of the public and the goals of the programs.

SCOPE AND EFFECT:
The purpose of the work is to determine reasons for potential publics' negative view of the agency's work and develop new or alternative means of providing information that will enhance public understanding of and support for agency programs and efforts. The work affects the organization's attainment of program

goals, understanding of functions and activities by groups and individuals dependent upon such services and efforts.

ALL APPLICANTS MUST MEET TIME IN GRADE AS WELL AS QUALIFICATIONS REQUIREMENTS WITHIN 30 DAYS OF THE CLOSING DATE OF THIS ANNOUNCEMENT.

Applicants will be considered "basically qualified" if they will meet all of the requirements within thirty (30) calendar days after the closing date of the vacancy announcement. Applicants may not be permanently placed in the position until requirements are met. 1035 (GS-14) 52 weeks of specialized experience that equipped the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position to be filled. This experience must be equivalent to the GS-13 level in the federal government.

For full qualifications go to: http://www.opm.gov/qualifications/index.asp

Applicants are expected to possess the Knowledge, Skills and Abilities (KSAs) listed below to qualify for this position. These KSAs are addressed in the self-assessment questionnaire that you will complete for this announcement. You do not need to respond separately to the KSAs listed below. Your answers to the online experience questions will serve as responses to the KSAs. Your application will be evaluated based on your ability to demonstrate the following knowledge, skills, and abilities/competencies.

Knowledge and skill to analyze and influence public reaction to agency programs and policies in developing recommendations that significantly modify an agency's approach to major programs or policies; and integrating diverse points of view in a communication plan to establish and maintain mutual understanding with diverse agency publics.

Knowledge and skill sufficient for presenting ideas in written materials in new ways that will increase understanding among diverse publics with varying levels of comprehension of agency programs and policies, or opposition or indifference to the agency's program objectives.

Mastery of communication principles, methods, practices and techniques; analytical methods; and interpersonal relations practices.

Knowledge and skill sufficient for establishing and maintaining effective working relationships with individuals having opposing points of view and conflicting interests and explaining a position while not criticizing other views.

Knowledge and skill sufficient for making on-the-spot presentations to audiences with opposing points of view or erroneous understanding of agency positions to achieve a more balanced perspective among these publics.

HOW YOU WILL BE EVALUATED:
We will review your application and response to online questions to ensure you meet the basic qualification requirements. We will further evaluate each applicant who meets the qualification requirements based on their responses to the online announcement questions. Your application will receive a numerical score based on your responses to the online questions. If you do not respond to the online questions, you may be rated ineligible. We will refer the best qualified candidates to the Selecting Official of the job for further consideration.