

Public Affairs Specialist, GS-1035-12

Promotion Potential: GS-13

Position Number: 186749

CONTENTS OF APPLICATION: Please include a cover letter, resume, and answers to the Knowledge, Skills, and Abilities questions located at the end of this announcement.

Applications are due no later than Close of Business Tuesday, August 25, 2009.

Introductory Statement: This position is located in the Open World Leadership Center (OWLC) at the Library of Congress. The Public Affairs Specialist develops and disseminates informational material to OWLC stakeholders (hosts, grantees, members of Congress, the Board of Trustees), foreign embassies in the U.S. and U.S. embassies abroad, domestic and foreign media, volunteer organizations, and production services for special media materials, professional and business communities, and to the general public concerning OWLC activities. The incumbent facilitates effective communication between OWLC, its contractors, grantees, local hosts, alumni, and the entire OWLC network. The incumbent represents OWLC in workshops, conferences, and in other activities where skill is required in explaining points of view in either structured or unstructured settings; or in drawing appropriate conclusions from conflicting data including determining the kind of information needed and ways of providing that information. Position requires incumbent to be effective in personal contacts and written communications. Russian language proficiency and cross-cultural skill is desired.

Communication and Information Dissemination 35%

Develops and implements plans designed to enhance relationships between members of Congress, local hosts, grantees, and the entire OWLC network. Represents OWLC in workshops, conferences, on-line media, and in other activities where skill is required in explaining points of view in either structured or unstructured settings; or in drawing appropriate conclusions from conflicting data including determining the kind of information needed and ways of providing that information. Uses the full range of communication methods and techniques in analyzing input from the various groups and to advise or provide responses to them. Maintains an in-depth knowledge of the operations and resources of OWLC as a whole, of OWLC's partners, alumni, and contractors. Provides service directly to OWLC stakeholders, including the Congress, the Board of Trustees, and others for obtaining special media materials about OWLC. Develops information materials such as brochures, newsletters, and annual reports. Compiles and coordinates an email list of OWLC grantees, hosts, members of Congress and their staff, and other interested parties. Maintains a press list. Exercises initiative, tact, resourcefulness and flexibility in meeting the information requirements of

constituents with varying levels of comprehension and familiarity with the program and related services, and seeks to achieving understanding among such audiences.

Writing and Analysis 25%

Participates in the production of reference publications e.g. brochures, factsheets, and form letters/email designed to meet the needs of the OWLC network, including the Congress, contractors, grantee, hosts, and program participants. Identifies emerging issues and creates publications in special subjects for individuals and organizations interested in OWLC for various reasons. Prepares in-depth, complex analytical reports on orientations and briefings provided to various audiences. Develops complete articles, brochures, and fact sheets on own initiative. Assists other staff with the production of publications. Prepares speeches and talking points. Prepares and delivers oral presentations to a variety of audiences. Actively participates in discussions and meetings. Travels occasionally to observe delegations in the field and to Russia, Ukraine, and elsewhere to work with OWLC staff, alumni, and contractors there. Develops written materials and delivers speeches on the OWLC program. Conducts specific conferences, events, and other programs that provide positive approaches to host/alumni/media/Congressional utilization, retention, and recognition.

Performs Duties Related to Community Outreach and Education Events and Services 20%

Utilizing knowledge of the specialized areas related to OWLC, and expertise with hosts, grantee, and individuals originating from a wide variety of countries and with other production services, plans and administers an educational support program that provides consultation to stakeholders in enhancing their local program and in developing and implementing new outreach techniques. Gives direction for applying new trends and legislation affecting OWLC outreach; advises OWLC network on host utilization, retention, and recognition. As a recognized authority regarding OWLC programs, is instrumental in developing and interpreting guidelines for widespread use by the OWLC network. Disseminates information about OWLC, its alumni, grantees, hosts, board of trustees, and others. Independently provides services by telephone, correspondence, electronic media, and in person about the organizations' operations or activities.

Public Affairs Program Planning and Evaluation 20%

Develops and writes information materials designed to reach selected national audiences through the news media such as wire services, radio, television, newspapers, and magazines. Written materials include news releases, spot radio, and television announcements, fact sheets, feature stories, editorials for top agency managers, background statements, etc. Interviews and confers with management and other program

specialists to obtain latest information for use in news releases, video news releases, radio programs, articles, and meetings with news media representatives. Evaluates the impact and effectiveness of information materials designed to reach various audiences through the news media. Designs and prepares briefing materials using a variety of communication methods. Prepares detailed statistical reports concerning the dissemination of information. Develops articles, brochures, press kits, etc. Evaluates public resources and information and how they effect public perceptions and understanding of the OWLC programs, policies, etc. Develops strategy and concrete plans to enhance the OWLC image internationally.

Develops and implements communication plans supporting many "proactive" cross-media activities such as strategic planning, multimedia access procedures and education. Provides expert advice as programs develop communication plans. Recommends approaches, specific topics or aspects to be emphasized, the most effective media to use for intended audience. Evaluates impact and effectiveness of communication plans and advises management if efforts should be discontinued, emphasis changed, or coverage expanded in improving communication between the OWLC and various audiences. Serves as a key advisor to senior staff and key contact with management on matters related to communicating with the news media and the OWLC stakeholders.

Implements specialized media-related programs. Plans moving and still image coverage of events. Reviews new video, film, and digital image equipment and techniques. Prioritizes the OWLC conversion to updated technologies. Coordinates the OWLC information programs with academic, industry, and professional organizations.

OTHER SIGNIFICANT FACTS:

Performs other duties as assigned.

Factor 1- 7 Knowledge Required by the Position

Thorough knowledge of OWLC and its programs to represent OWLC in national and international conferences, organizational meetings, special events, and in other activities as assigned; to make oral presentations, to conduct conferences, to serve on panels, to gather and share resource and information that convey or clarify OWLC operations, programs, and activities to specialized audiences and to response to telephone, electronic media, written correspondence and in-person inquiries.

Knowledge and ability to understand or interpret questions and related issues.

Broad knowledge of OWLC and other international professional exchange programs and organization resources to coordinate publications that address activities, needs, concerns and trends related to international exchange programs.

Broad knowledge of print and electronic media and publishing. Thorough knowledge of OWLC publications process and procedures to coordinate the compilation and publication of the annual report, special publications, the newsletter, and outreach materials.

Skill in producing written material to achieve understanding among audiences with varying comprehension levels or indifference to material presented.

Skill in explaining points of view in either a structured or an unstructured setting in order to make planned oral presentations or to respond to unplanned questions at conferences or meetings.

Skill in drawing appropriate conclusions from conflicting data including determining the kinds of information needed and ways to provide that information. Knowledge applicable to a wide range of duties involving oral and written communication principles, practices, techniques, and methods; analytical methods; and interpersonal relations practices. Skill in applying such knowledge in the modification of standard methods and adaptation of approaches in developing new information materials aimed at enhancing the understanding of groups or individuals of significant issues related to the OWLC. Knowledge applicable to skill in assessing public reaction and identifying extent of understanding achieved to evaluate effectiveness of information programs. Knowledge and skill to explain significant issues to generally responsive groups or individuals interested in the agency's programs.

Factor 2- 4 Supervisory Controls

The incumbent works under the administrative supervision/direction of the

Budget Officer/Executive Director, who determines the overall objectives and resources available for the specialist's assignment. Incumbent exercises independence and judgment in planning and carrying out assignments in accordance with established priorities of OWLC, its guidelines and procedures. Resolves most issues on own initiative and interprets policy based on broad framework provided by supervisor.

The employee notifies supervisor of any potential problems that may reduce program effectiveness and offers corrective recommendations.

The incumbent's actions, decisions, and recommendations are reviewed primarily for fulfillment of OWLC objectives, effect of advice and influence on the OWLC or mission-support. However, specific activities may stem from specialist's contacts with program managers, although final clearance of such requests are approved by the supervisor. The specialist and supervisor jointly develop deadlines, projects, and nature of the planned assignments. The public affairs specialist is responsible for planning and carrying out the project or assignment including resolving most problems, coordinating the work with

others, interpreting policy in terms of established objectives, determining approach to be taken, and the methods and techniques to be employed. The specialist keeps the supervisor informed of progress, potential controversies, or wide-ranging implications. Completed work is reviewed in terms of satisfying expected results of projects or assignments, responsiveness, and conformance with agency policy.

Factor 3- 4 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 public affairs specialist is required to deviate from standard approaches in developing new ways to communicate the agency's message, especially in controversial and sensitive issues where public reaction has been negative or indifferent.

Factor 4- 5 Complexity

The work includes the development of new methods, strategies, and communication plans covering the complete spectrum of the organization's programs. This involves: presenting information on a wide variety of subjects using the full array of written and oral presentation formats and techniques; establishing and maintaining effective working relationships in achieving understanding with groups indifferent to or having opposing points of view to programs and policies; and developing, from an analysis of varied and conflicting reaction from the agency's publics, recommendations on the formulation and articulation of agency policy in communicating agency programs more effectively. Decisions regarding what needs to be done include evaluating the appropriateness of existing strategies and plans in light of changes in program emphasis or content, including statutory or technological changes, and shifts in public reaction to or understanding of the programs. The work requires developing new ways of gathering input from a variety of individuals and groups with conflicting views and interests, and in developing and initiating varied approaches and strategies to communicate the agency's objectives to groups opposed or indifferent to agency programs.

Factor 5- 4 Scope and Effect

The work contributes to the improvement of the organization's programs by increasing the responsiveness to the needs of OWLC stakeholders and the interests of citizens in the general population affected by its programs. Work involves providing authoritative information as the OWLC expert on image and outreach. The work may affect other sections of OWLC, OWLC contractors, grantee/hosts, the Board of Trustees, and members of Congress. The work contributes to the achievement of program objectives by clarifying the issues and alternatives facing agency managers in achieving a meaningful communication between the agency and the various publics affected by its programs or

policies.

Factor 6- 3 Personal Contacts

Personal contacts are with specialized groups or individuals from outside the employing agency where the contact is not routinely established, the purpose of each contact is different, and the roles of the public affairs specialist and the other person are established during the contact. Typical of such contacts are with representatives of the news media, organized groups desiring to provide input to agency decisions, or professional or trade organizations affected by agency programs. The personal contacts are with employees or management officials in other national, international, or federal agencies, and outside and inside the immediate organization. Such contacts are moderately unstructured in that they are not established on a routine basis, the purpose and extent of each contact is different, and the role and authority of each party is identified and developed during the course of the contact. Typical contacts at this level involve situations in which the public affairs specialist advises program managers or management officials. These consulting relationships constitute moderately unstructured 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 action.

Factor 7- 3 Purpose of Contacts

The purposes of the contacts are to motivate and influence the members of Congress, potential funders, and the domestic and overseas public to understand, utilize, and support OWLC. To inform external audiences of the programs, objectives and activities of OWLC. To inform internal audiences of programs, objectives, and activities of the organization that may impact OWLC and to encourage a greater intercommunication with those organizations. To identify information resources. To promote financial development of OWLC.

Contacts are intended to obtain, clarify, or coordinate factual exchange of information to situations involving groups or individuals sharing the same goals and interests as OWLC. Many of these contacts are not of a routine or casual nature but involve meaningful interaction between the specialist and the persons contacted.

Factor 8- 1 Physical Demands

Work is usually performed sitting at a desk, in news conferences, briefings, meetings, etc.; or riding in an automobile or public transportation. There may be occasional domestic and international travel, however, no special physical demands are involved in performing the work.

Factor 9- 1 Work Environment

The work environment involves everyday risks or discomforts requiring normal safety precautions typical of office settings or commercial vehicles such as planes, trains, buses, or automobiles. The work area is adequately lighted, heated, and ventilated.

Knowledge, Skills, and Abilities

Please answer the following questions in narrative form.

1. Ability to lead a cohesive, effective and efficient effort to address public affairs issues within a federal agency.
2. Demonstrated ability to manage a public affairs program, including coordination and direction of special events, creation and dissemination of information to the U.S. Congress, agency stakeholders, potential funders, and the public, and development of positive relationships with members of the community.
3. Ability to clarify and disseminate agency mission and activities information in order to educate the U.S. Congress, potential funders, agency stakeholders, and the public about organizational programs or policies, and news.
4. Ability to communicate effectively, both verbally and through written interactions, e.g. talking points, newsletters, development of press releases, spokesperson experience, and other public speaking engagements.

Please submit your application materials (cover letter, resume, and KSAs) by EMAIL only to:

Ms. Irita Butler

imot@loc.gov

Subject line: Open World 186749

Applications are due no later than Close of Business Tuesday, August 25, 2009.