

NOAA COMMISSIONED OFFICER BILLET DESCRIPTION

SECTION 1 - GENERAL INFORMATION *CD Billet #: 9022 taken from Science's Outreach Coordinator*

A. Billet Number	<input type="text" value="2040"/>	B. Billet Title	<input type="text" value="NOAA Fisheries Public Affairs Officer"/>		
C. Grade Requested	<input type="text" value="O3 - LT"/>	D. Type of Submission	<input type="text" value="PROPOSED NEW BILLET"/>		
E. Minimum amount of overlap between incumbent officer/reporting officer for continuity of duties	<input type="text" value="3 weeks"/>				
F. Duty Type	<input type="text" value="FIXED SHORE"/>	G. Estimated Length of Assignment	<input type="text" value="3 years"/>		

SECTION 2 - DUTY STATION ADDRESS AND CONTACT INFORMATION

A. Street Address	<input type="text" value="1315 East West Hwy"/>	B. Street Address	<input type="text" value="SSMC III/NOAA Fisheries Headquarters"/>				
C. City	<input type="text" value="Silver Spring"/>	D. State	<input type="text" value="Maryland"/>	E. Country	<input type="text" value="United States"/>	F. Zip Code	<input type="text" value="20910"/>
G. Office	<input type="text" value="+1 (301) 713-2370"/>	x	<input type="text"/>	H. Mobile	<input type="text"/>	I. Fax	<input type="text"/>

SECTION 3 - OFFICER EVALUATION REPORTING

A. Supervisor							
1. Name	<input type="text" value="Monica Allen"/>	2. Position	<input type="text" value="Deputy, NOAA Fisheries Public Affairs"/>		3. Grade	<input type="text" value="ZA IV"/>	
4. Email	<input type="text" value="monica.allen@noaa.gov"/>	5. Office	<input type="text" value="+1 (301) 713-2370"/>	x	<input type="text"/>	6. Mobile	<input type="text" value="+1 (202) 379-6693"/>
B. Reporting Officer (2nd Level Supervisor)							
1. Name	<input type="text" value="Connie Barclay"/>	2. Position	<input type="text" value="Director, NOAA Fisheries Public Affairs"/>		3. Grade	<input type="text" value="ZA IV"/>	
4. Email	<input type="text" value="connie.barclay@noaa.gov"/>	5. Office	<input type="text" value="+1 (301) 713-2370"/>	x	<input type="text"/>	6. Mobile	<input type="text" value="+1 (202) 441-2398"/>
C. Reviewer (Normally the Reporting Officer's Supervisor)							
1. Name	<input type="text" value="Capt. Michael Gallagher"/>	2. Position	<input type="text" value="NOAA Fisheries Executive Officer"/>		3. Grade	<input type="text" value="O6"/>	
4. Email	<input type="text" value="michael.gallagher@noaa.gov"/>	5. Office	<input type="text" value="+1 (301) 713-2239"/>	x	<input type="text"/>	6. Mobile	<input type="text"/>

SECTION 4 - ACCOUNTING AND ORGANIZATION

Complete as many of the following fields as possible. If in doubt, leave the field blank

A. Organizational Hierarchy - Use common acronyms when possible.

1. Staff or Line Office	<input type="text" value="NOAA Fisheries"/>	2. Office, Center, or Lab	<input type="text"/>				
3. Division	<input type="text"/>	4. Branch	<input type="text"/>	5. Section or Team	<input type="text"/>		
B. NOAA Goal/Subgoal	<input type="text"/>			C. Program	<input type="text"/>		
D. NOAA Org Code	<input type="text"/>	E. NFC Org Code	<input type="text"/>	F. Project-Task	<input type="text"/>		

SECTION 5 - PROGRAM, PROJECT OR ACTIVITY OVERVIEW

Mission of this office

To work with the news media to educate and inform the American public about NOAA Fisheries' activities and overall mission. To work closely with Legislative and External Affairs to develop and advise leadership on all aspects of communications. This assignment provides an opportunity to work with one of the most dynamic Public Affairs teams in NOAA. The office is fast paced, exciting and very involved with news media at all levels. The officer would get experience in all levels of work involving working with NOAA Communications Office downtown, the Fisheries Executive Suite, and senior staff throughout NOAA.

SECTION 6 - DUTIES AND RESPONSIBILITIES

Property Accountability Officer - Administer and maintain a system of control and accountability for personal property as prescribed in OMAO's Personal Property Policy #1502

Property Custodians - Maintain all accountable personal property within your designated area of responsibility as prescribed in OMAO's Personal Property Policy #1502

6A. Description of Duties and Responsibilities

The NOAA Corps Officer filling this billet drafts press releases, writes feature stories for noaa.gov, pitches stories to reporters, responds to calls from reporters, facilitates interviews with scientists and reporters, researches answers to tough scientific questions, helps plan media events, suggest and prepares photo posts to social media sites (Facebook) etc. The officer gains invaluable experience working on NOAA's social networking sites, and serves as a member of the bigger NOAA communications team, thus gaining access to meetings, training and discussions regarding the changing news media, new outlets and techniques ect. NOAA Fisheries PA team works hard to be out in front of communications through use of the entire suite of tools available at NOAA including news paper ed boards, letters to the editor, social networking, press releases, stories, photos, press conferences etc. The billet provides someone from the field with invaluable national level experience and exposure.

The NOAA Corps Officer filling this billet gains first-hand experience working with all levels of leadership. He/she would work with the busiest and perhaps most experienced PA team at NOAA.

- * Writes letters to the editor, director's statements and opinion pieces for leadership when appropriate.
- * Write press releases, and insures that NOAA messaging is consistent and included.
- * Advises front office on appropriate actions, and acts as liaison between leadership and the media (with guidance as needed).
- * Prepares for major announcements and controversial measures.
- * Develops and organizes the development of talking points and fact sheets.
- * Assists in planing and hosting media opportunities, conferences etc.
- * Develops communication plans when needed and appropriate.
- * Develops content for NOAA Fisheries media page.
- * Coordinates with FishNews editor for content, postings and alerts.
- * Identifies appropriate spokespeople and prepares them for interviews with reporters.
- * Informs downtown and Fish front office of hot issues through heads up notifications, briefing memos, log in sheets etc.
- * Maintains list of hot subjects/issues with contacts and experts' names and numbers.
- * Maintains media log-in list and daily logs of media calls.
- * Develops and maintains database of media contacts and organizations for both broad and targeted roll outs.
- * Provides NOAA Public Affairs with a weekly report of main activities in Public Affairs (assists as needed).
- * Monitors news clips and broadcast media for trends, interest levels, reactions to policies, rules etc.
- * Develops proactive plans for working with the media, especially on important timely issues (Magnuson, Aquaculture, sonar and marine mammals, seafood safety etc.)
- * Liaisons with NOAA Fisheries Public Affairs professionals in the field offices.

6B. Division of Duties and Responsibilities, Total Must = 100%

Technical + Operational + Leading and Managing + Executive Leadership = 100%

SECTION 6 - DUTIES AND RESPONSIBILITIES (continued)

6C. Resources Managed

1. Human

Does the Officer supervise personnel? Yes No Number of personnel supervised

Grades of supervised personnel

Will the Officer lead people, but has no supervisory responsibilities? Yes No Number of personnel led

Grades of personnel led

2. Fiscal

Will the Officer have budget responsibility? Dollar Amount (K)

3. Assets - Will the Officer be directly responsible for managing Government assets such as ships, aircraft, boats, etc? If so, list the asset(s) below in terms of physical description and when known, replacement value (indicate if estimated):

None.

SECTION 7 - LEADERSHIP PREREQUISITES

GRADE	LEADERSHIP MATURITY LEVEL	LEADERSHIP COMPETENCIES NEEDED FOR THIS BILLET
ENS (O1)	Leading Self	<input checked="" type="checkbox"/> Core Values & Conduct <input checked="" type="checkbox"/> Health & Well Being <input checked="" type="checkbox"/> Responsibility <input checked="" type="checkbox"/> Followership <input checked="" type="checkbox"/> Adaptability
LTJG (O2)		<input checked="" type="checkbox"/> Interpersonal Skills <input checked="" type="checkbox"/> Continuous Learning <input checked="" type="checkbox"/> Technical Proficiency <input checked="" type="checkbox"/> Listening <input checked="" type="checkbox"/> Speaking
LT (O3)	Leading Others	<input checked="" type="checkbox"/> Writing <input checked="" type="checkbox"/> Team Building <input checked="" type="checkbox"/> Leveraging Diversity <input checked="" type="checkbox"/> Influencing Others <input type="checkbox"/> Developing Others <input checked="" type="checkbox"/> Execution
LCDR (O4)		<input checked="" type="checkbox"/> Decisiveness <input checked="" type="checkbox"/> Problem Solving <input checked="" type="checkbox"/> Conflict Management <input checked="" type="checkbox"/> Customer Focus <input type="checkbox"/> Entrepreneurship
CDR (O5)	Leading Performance and Change	<input checked="" type="checkbox"/> Creativity & Innovation <input checked="" type="checkbox"/> Human Capital Management <input type="checkbox"/> Financial Management <input type="checkbox"/> Technology Management
CAPT (O6) and RADM (O7/O8)		<input checked="" type="checkbox"/> External Awareness <input checked="" type="checkbox"/> Strategic Thinking <input checked="" type="checkbox"/> Political Savvy <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Partnering

Leadership Prerequisite Comments (Optional)

Incumbent must act as a link between the NOAA Fisheries leadership and the field Public Affairs Officers, NOAA Public Affairs and reporters, and NOAA Fisheries' employees. Well developed political sensibility and interpersonal skills are required. The incumbent will often have to act quickly and independently in ways that reflect NOAA Fisheries and NOAA policy and views.

SECTION 8 - OPERATIONAL PREREQUISITES

A. Marine Prerequisites

- Officer of the Deck Senior Watch Officer ECDIS Dynamic Positioning Boat Deployment MedPIC
 Coxswain/OIC HAZWOPER AUV Deployment U/W UAS Deployment Buoy/Mooring Qualified
 Trawl Qualified Longline Qualified Hydro Launch PIC Foreign Port Calls

B. Aviation Prerequisites

- Co-Pilot Pilot Aircraft Commander Mission Commander Instructor Pilot Hurricane Qualified
 Alaska/Wilderness Qualified Flight Meteorologist International Flights UAS Pilot

C. Dive Prerequisites

- Scientific Diver Working Diver Advanced Working Diver Master Diver Dive Master Dive Medic
 Unit Diving Supervisor

D. Additional Operational Prerequisites (security clearances, special training) and Operational Prerequisite Comments (Optional)

The incumbent must possess confidence, be outgoing and have an engaging personality. Must be capable of rapidly developing and using trusted, professional relationships with NOAA personnel, media contacts and subject matter experts in two-way exchanges of information.

SECTION 9 - PROGRAM, PROJECT, OR ACTIVITY PREREQUISITES

List specific qualifications, knowledge, skills or abilities required prior to reporting to this billet. For example: budget (MARS, CBS); personnel; contracting (COTR, Warrants); Scientific (IHO Category A, scientific papers/publications, GIS); engineering (marine survey, ABYC, ABS, FAA); regulatory (US Code, CFR); information technology (databases, networks, programming).

Educational requirements as upon entry into the Corps. The officer should have 1) knowledge of basic fish/wildlife biology and general ecological principles, 2) the ability to communicate effectively, verbally and in writing, with a diverse array of user groups, and 3) demonstrated skills in managing the development of multi-disciplined, task oriented projects.

Incumbent should have knowledge of fishery management laws and practice, both domestic and international, or the ability to quickly come up to speed on subject matter.

The person in this position should have the ability to work independently and to demonstrate initiative, leadership and creativity. She/he must have competency in the use of desktop computer through word processing software, must be familiar with social networking and have the ability to use programs such as Facebook and Twitter.

SECTION 10 - LEADERSHIP DEVELOPMENT

GRADE	LEADERSHIP MATURITY LEVEL	LEADERSHIP COMPETENCIES DEVELOPED IN THIS BILLET
ENS (O1)	Leading Self	<input checked="" type="checkbox"/> Core Values & Conduct <input checked="" type="checkbox"/> Health & Well Being <input checked="" type="checkbox"/> Responsibility <input checked="" type="checkbox"/> Followership <input checked="" type="checkbox"/> Adaptability
LTJG (O2)		<input checked="" type="checkbox"/> Interpersonal Skills <input checked="" type="checkbox"/> Continuous Learning <input checked="" type="checkbox"/> Technical Proficiency <input checked="" type="checkbox"/> Listening <input checked="" type="checkbox"/> Speaking
LT (O3)	Leading Others	<input checked="" type="checkbox"/> Writing <input checked="" type="checkbox"/> Team Building <input checked="" type="checkbox"/> Leveraging Diversity <input checked="" type="checkbox"/> Influencing Others <input checked="" type="checkbox"/> Developing Others <input checked="" type="checkbox"/> Execution
LCDR (O4)		<input checked="" type="checkbox"/> Decisiveness <input checked="" type="checkbox"/> Problem Solving <input type="checkbox"/> Conflict Management <input checked="" type="checkbox"/> Customer Focus <input type="checkbox"/> Entrepreneurship
CDR (O5)	Leading Performance and Change	<input checked="" type="checkbox"/> Creativity & Innovation <input type="checkbox"/> Human Capital Management <input type="checkbox"/> Financial Management <input type="checkbox"/> Technology Management
CAPT (O6) and RADM (O7/O8)		<input type="checkbox"/> External Awareness <input type="checkbox"/> Strategic Thinking <input type="checkbox"/> Political Savvy <input type="checkbox"/> Vision <input type="checkbox"/> Partnering

Leadership Development Comments (Optional)

The incumbent will be exposed to high level leadership and decision making processes in NOAA Fisheries and NOAA.

SECTION 11 - OPERATIONAL DEVELOPMENT

A. Marine Development

- Officer of the Deck Senior Watch Officer ECDIS Dynamic Positioning Boat Deployment MedPIC
 Coxswain/OIC HAZWOPER AUV Deployment U/W UAS Deployment Buoy/Mooring Qualified
 Trawl Qualified Longline Qualified Hydro Launch PIC Foreign Port Calls

B. Aviation Development

- Co-Pilot Pilot Aircraft Commander Mission Commander Instructor Pilot Hurricane Qualified
 Alaska/Wilderness Qualified Flight Meteorologist International Flights UAS Pilot

C. Dive Development

- Scientific Diver Working Diver Advanced Working Diver Master Diver Dive Master Dive Medic
 Unit Diving Supervisor

D. Additional Operational Development (security clearances, special training) or Operational Development Comments (Optional)

SECTION 12 - PROGRAM, PROJECT, OR ACTIVITY DEVELOPMENT

List specific qualifications, knowledge, skills or abilities to be developed in this billet. For example: budget (MARS, CBS); personnel; contracting (COTR, Warrants); Scientific (IHO Category A, scientific papers/publications, GIS); engineering (marine survey, ABYC, ABS, FAA); regulatory (US Code, CFR); information technology (databases, networks, programming).

SECTION 13 - CRITICAL SUCCESS CRITERIA

Provide brief measurable performance goals which would represent successful performance in this billet.

The officer must be able to draft press releases, pitch stories to reporters, respond to calls from reporters, research for answers to tough scientific questions, etc. The billet would provide someone from the field with invaluable national level experience and exposure.

SECTION 14 - ROUTING, REVIEW, RECOMMENDATION AND APPROVAL

A. Developer's Statement

"I certify that I have written this billet description and certify that it is a true and correct representation of the billet."

1. Signature _____

2. Date 2010-12-28

3. Name Connie Barclay

4. Title/Position Director, NOAA Fisheries Public Affairs

B. Supervisor's Statement

"I have reviewed this billet description and certify that it is a true and correct representation of this billet "

1. Signature _____

2. Date _____

3. Name Monica Allen

4. Title/Position Deputy, NOAA Fisheries Public Affairs

C. Reviewing Officer's Statement

"I have reviewed this billet description and certify that this billet is a priority for my Line, Staff, or Headquarters Office."

1. Signature Michael Gallagher

Digitally signed by Michael Gallagher
DN: cn=Michael Gallagher, o=NMFS, ou=NMFS,
email=michael.s.gallagher@noaa.gov, c=US
Date: 2011.01.04 09:41:49 -0500

2. Date 2010-12-27

3. Name Capt. Michael Gallagher

4. Title/Position _____

D. Commissioned Personnel Center Endorsement

"I am the OMAO/CPC Officer Career Management Division representative. I recommend approval of this billet."

1. Signature 

2. Date 17 FEB 11

3. Name LCDR Nathaniel H. Hancock

4. Title/Position Chief, Officer Assignment Branch

E. Director, NOAA Corps Endorsement

"I am the Director, NOAA Corps and I _____ this billet."

1. Signature 

2. Date 2/22/2011

3. Name RADM Jonathan W. Bailey

4. Title/Position Director, NOAA Corps

Print Form

Submit to CPC (Reviewer Use Only)