

Report ID: NIHR148
Report Date: 03/21/2012
Database:

Page No : 1
Run Time: 08:38:07

WORK ROLE: 03AB

WORKROLE TITLE: Public Affairs Officer

WORKROLE DESCRIPTION:

Public Affairs Officers develop and execute integrated communication plans, media and community relation programs, and internal and external engagements with NGA leadership. They provide advice to NGA leadership on likely public and employee reactions to Agency policies and programs. They produce a wide range of tailored informational products including written articles, video news, public displays, Internet sites, and intranet sites. They also facilitate communication internal and external to the Agency and across all levels of the workforce through specific fora designed to gauge employee and community perspectives.

ODNI CORE COMPETENCIES FOR ALL EMPLOYEES OF THE INTELLIGENCE COMMUNITY:

Adaptability	Building Professional/Technica	Continual Learning
Creative Thinking	Enterprise Perspective	Exploring Alternatives
Influencing/Negotiating	Information Sharing	Interpersonal Skills
Multi-media Communication	Oral Communication	Policy and Directives
Resource Management	Respect for Diversity	Situational Awareness
Synthesis	Written Communication	

WORKROLE FUNCTIONAL COMPETENCIES:

Skills

Advising/Consulting	Customer Service	Implementation Management
Interviewing	Marketing	Organizational Representation
Quality Assurance	Records Management	Research/Information Gathering
Risk Management	Script Writing	

Knowledges

Editing techniques	Ethical conduct Gvt employees	FOIA and privacy acts
Graphic design principles	Multimedia presentation technq	NGA org unit mission & fctns
NGA org, missions, & vision	NGA products and services	NGA security plcy & prcds
NSG community	Persuasion/influencing techniq	Photographic theory & methods
Protocol and etiquette	Public speaking techniques	Release & disclosure policies
Visual communication techniqs		

EDUCATION/LICENSES/CERTIFICATIONS:

ENVIRONMENTAL/PHYSICAL REQUIREMENTS: