

## The Maryland-National Capital Park and Planning Commission

TITLE: Public Affairs and Marketing Officer      GRADE: K      CODE: 2818  
SERIES: Public Affairs and Marketing      DATE: 4/24/13      FLSA: Exempt  
EEOC: Officials and Administrators

### Class Definition

Under general direction, sets goals and objectives for the Commission's public affairs programs on a county-wide basis or for the Commissioner's Office and at least one other major department. Serves as the Commission's official spokesperson for the County. This is the highest level public affairs professional who has consistent contact with political individuals and groups. Incumbents are responsible for persuading, motivating, and negotiating in order to obtain consensus on Commission projects and activities. Works with Planning Board(s) to develop overall strategies in support of Commission objectives. Facilitates and disseminates accurate communication to media outlets and to the community. Performs other duties as assigned.

### Examples of Important Duties

1. Develops and implements short and long-term goals, objectives, policies and procedures. Plans, directs, organizes, manages and supervises a comprehensive public affairs work program, including public information, media relations and marketing. Works with staff to evaluate effectiveness of programs and activities.
2. Plans, schedules, assigns and reviews the work of staff. Sets individual goals and objectives with staff members and evaluates staff performance. Selects and trains staff. Monitors staff completion of assignments for timeliness accuracy, and effectiveness in meeting work objectives. Conducts required performance planning and review activities. Identifies training and development needs and resources. Recognizes and resolves personnel issues in accordance with Commission policies and procedures. Decides personnel actions in areas of attracting, retaining, and disciplining staff.
3. Manages all public affairs activities and programs for a County Planning Board. Works closely with Chairman, Commissioners and Commission Officers and Department Heads to set overall public relations strategies and policies for the agency in order to promote and explain the Commission's programs and activities to diverse audiences. Provides assistance as required. Advises and counsels Chairman, Board members and senior management on public affairs issues. Develops, prepares, and coordinates speeches, talking points, remarks, correspondence and policy statements. Facilitates communications between Commission, government agencies, elected officials, etc.
4. Prepares work program budget. Participates in the forecast of additional funds needed for staffing, equipment, materials and supplies. Administers and implements approved budget. Approves expenditures.
5. Coordinates contract management and the contracting process for assigned program areas; writes specifications; participates in contract negotiations; sets editorial, printing and other production standards for contractors; monitors contractor performance; and addresses deficiencies.

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### Examples of Important Duties (cont.)

#### **Event Management:**

Directs and manages county-wide and Commission events. Directs, manages and participates in planning major public events such as public hearings, public forums, ground breakings and dedications. Assures that interests and image of the Chairman, Planning Board and the Commission are represented and protected. Directs and/or approves appropriate invitees, and program guests. Plans public affairs programs. Writes and approves speeches and scripts; coordinates events. Supervises vendors and staff.

#### **Community Relations:**

Directs and manages community relations on behalf of a County Planning Board. Responds to public inquiries and comments and resolve complaints. Represents the Planning Board and Commission at community events and meetings. Represents the Planning Board and Commission on community boards, task forces and committees. Plans, coordinates and supervises funding and coordination of exhibits at public events and conferences. Maintains daily contact with members of the public; business and community leaders; elected officials; and print and broadcast media.

#### **Marketing:**

Develops, recommends, and implements comprehensive County-wide or Commission-wide marketing strategies to generate greater awareness of the Commission and its programs, services and activities among external audiences (i.e., general public, business and community groups, elected officials) and internal audiences (i.e., employees and retirees). Provides marketing and public relations support to internal cross-departmental teams and committees. Plans, supervises and coordinates targeted distribution of public information materials and messages to facilitate overall marketing of the Commission to all audiences.

#### **Public Information:**

Produces a variety of public information materials on behalf of County Planning Board. Writes and edits news releases, briefing materials, speeches, remarks, scripts, presentations, and other materials. Writes scripts, coordinates production and/or dissemination of audiovisual materials. Develops and produces major video projects. Plans, writes and produces written publications for the Planning Board and the Commission. Contributes content and editing to the Commission's employee newsletter. Supervises and manages content for the website, e-newsletter, and social media outlets.

#### **Media Relations:**

Oversees and manages media relations on behalf of a County Planning Board. Serves as official spokesperson for a Planning Board, Planning Department and for the Commission. Provides 24-hour on call coverage. Coordinates, writes and disseminates news releases and information for Commission, Planning Board and/or Planning Department policies, actions, programs and projects. Responds to news media inquiries; arrange interviews and story placements. Ensures

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media contacts are provided accurate, consistent and timely response to inquiries. Sets-up and participates in briefings and interviews. Advises Commissioners and Commission management

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### Examples of Important Duties (cont.)

and staff on media relations policies and conduct staff training in media relations. Builds and reinforces effective working relationships with news media. Provides and coordinates outreach efforts and support for projects and initiatives. Maintains contact with press secretaries for respective County Council and County Executive and reinforces the Commission's public relations profile with respect to County-wide issues. Oversees and provides Planning Board support for public hearings. Supervises preparation and dissemination of public notices and legal advertising. Supervises registration and record-keeping/transcription services. Assures maintenance of proper legal records.

### Important Worker Characteristics

- A. Extensive knowledge of: (1) public affairs principles, concepts and practices; (2) principles of supervision; (3) presentation techniques; (4) community engagement; (5) creative design and practical production principles; and (6) Commission activities, organization, and policies and procedures\*.
- B. Skill in: (1) developing and delivering communication strategies; (2) communicating with a variety of individuals and groups with tact and diplomacy; (3) effective networking and relationship building; (4) developing community relations; (5) persuading and motivating diverse audiences; and (6) developing messages and graphic standards consistent with branding goals.
- C. Ability to: (1) set effective goals and objectives; (2) establish and maintain effective working relationships; (3) deal tactfully with public and staff on sensitive policy issues; (4) successfully negotiate with others in order to obtain consensus and to foster harmonious relations; (5) make presentations and communicate effectively; (6) meet deadlines and work under pressure; (7) plan and organize work efficiently; (8) lead and motivate employees and groups; (9) read, write, and edit technical reports and correspondence effectively; (10) provide good customer service; (11) solve complex problems involving many variables; and (12) critically evaluate a variety of subject matters.

\*Developed primarily after employment in this job class.

### Minimum Qualifications

1. Bachelor's degree from an accredited college or university in journalism, public relations, English, political science, marketing or other related subject, and eight years of varied and highly responsible experience in journalism, public relations, political science, or marketing; or
2. An equivalent combination of education and experience.

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### Minimum Qualifications (cont.)

3. A valid driver's license in accordance with both State and Commission rules and regulations. Driver's license must be unencumbered by restrictions, revocations, suspensions, or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required of their position.

### Working Conditions

Work is primarily performed in an office with considerable pressure to meet goals, objectives, and deadlines. May occasionally work evenings, weekends, and holidays. Exposed to stressful situations on a regular basis. Regular contact and interaction with the general public, Chairman, Commissioners, Department Heads, community leaders, elected officials, media, and staff.