

## The Maryland-National Capital Park and Planning Commission

TITLE: Public Affairs and Marketing Specialist      GRADE: G      CODE: 2814  
SERIES: Public Affairs and Marketing      DATE: 4/24/13      FLSA: Exempt  
EEOC: Professional

### Class Definition

Under general supervision, performs professional public affairs work for a facility or division in one or more of the following work programs: community relations, event management, marketing, media relations and/or public information. Assists with research, analysis, and technical activities in a variety of public affairs programs and activities. This is the entry level class in the Public Affairs series. Employees in this class coordinate efforts with others as necessary and confer with others inside and outside of the department. Performs other duties as assigned.

This class is distinguished from the Senior Specialist in that the incumbent assists higher level Specialists, Managers, Directors or Planning Board Chairs in a variety of Public Affairs programs and activities.

### Examples of Important Duties

1. Assists in the development of tools and resources (e.g. brochures, articles, press releases, ads and other informational documents) to market and promote facility or division programs, activities and services.
2. Assists in the coordination of public outreach and related events to engage the community and foster participation in facility or division programs and activities.
3. Provides public affairs services and assistance in a variety of activities within a facility, division, department or Board.
4. Assists and participates in planning major public events such as public forums, ground breakings and dedications. Assists with identifying appropriate invitees, program guest; participates in program planning.
5. Performs research and analysis related to public affairs policies, procedures, and practices, applying analytical techniques and procedures to a variety of assigned situations and problems.
6. Writes and edits publications, website, print and electronic media.
7. Maintains community affairs databases (e.g., community database of contact information).
8. Conducts customer satisfaction, market surveys and other marketing-related research and analyzes results. Responds to public requests, complaints and questions.
9. Ensures that media contacts are provided accurate, consistent, and timely responses to inquiries in coordination with other facilities and divisions. Provides assistance to outreach efforts and support for projects and initiatives.

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### Examples of Important Duties (cont.)

10. Gathers information on political, economic and social trends that may affect the future of the Commission's mission and goals; prepares reports on trends. May make projections.
11. May operate audio and visual equipment as necessary for hearings, conferences, events and related forums.

### Important Worker Characteristics

- A. Knowledge of: (1) journalism; (2) public administration; (3) public relations; (4) marketing; (5) political science; and (6) Commission activities, organization and policies and procedures\*.
- B. Skill in: (1) operation of audio-visual equipment and microcomputer with appropriate software;\* (2) creative and effective writing and editing; and (3) interpersonal and communication.
- C. Ability to: (1) comprehend technical reports and correspondence; (2) organize work efficiently; (3) provide courteous service; (4) establish and maintain effective working relationships; and (5) communicate effectively both orally and in writing.

\*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 related field; or
2. An equivalent combination of education and experience.
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 deadlines. May occasionally work evenings, weekends, and holidays. Driving is required. Regular contact and interaction with the general public, staff, and media.