

## The Maryland-National Capital Park and Planning Commission

TITLE: Senior Public Affairs and Marketing Specialist      GRADE: H      CODE: 2815  
SERIES: Public Affairs and Marketing      DATE: 4/24/13      FLSA: Exempt  
EEOC: Professional

### Class Definition

Under direction, performs 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. Coordinates division-wide public affairs activities and programs that comply with Departmental and Commission objectives. Stays abreast of current topics and initiatives within the Department and the Commission, and facilitate accurate communication about these issues to the community. This is the full performance, professional level class in the Public Affairs series and has the ability to perform the full range of public affairs projects. Employees independently plan and arrange work, coordinating efforts with others as necessary and conferring with others inside and outside of the department. Performs other duties as assigned.

This class is distinguished from the Principal Specialist who manages a specialized public affairs program for a department and is generally assigned the more complex and difficult work.

### Examples of Important Duties

1. Serves as primary point-of-contact for providing information to the general public, media or other interested parties on division-wide programs, activities and services.
2. Develops tools and resources (e.g. brochures, articles, press releases, ads and other informational documents) to market and promote division or department-wide programs, activities and services.
3. Designs and coordinates public outreach and related events to engage the community and foster participation in division-wide programs and activities.
4. As assigned, provides public affairs services in a variety of public affairs activities within a division, department or Board requiring analytical and full-performance level subject matter skills, which may involve creative writing, research and analysis and/or public speaking to a variety of audiences.
5. May provide assistance to higher level public affairs professionals in a department or County-wide public affairs work program (i.e. Event Management, Community Relations, Marketing, Public Information and Media Relations).

### Event Management:

Coordinates special events for a division. Participates in programs and major public events planning, such as public forums, ground breakings and dedications. Identifies and invites appropriate program guests. Drafts speeches and scripts. Assures that interests and image of the Department and Commission are represented and protected. May manage facility or division events.

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### Examples of Important Duties (cont.)

#### **Community Relations:**

Writes, edits and coordinates copy for the department's major publications, website, print and electronic media. Meets with residents, community groups, recreation councils, etc. to identify needs, plan programs and special events and respond to questions. Develops and participates in community outreach strategies to inform diverse communities about department programs, services and facilities. Participates in community outreach forums, information booths at events and public presentations to facilitate communications about the Department. Develops and maintains community affairs databases (e.g., community database of contact information).

#### **Marketing:**

Coordinates marketing efforts to promote division programs and activities. Participates in comprehensive marketing efforts to generate greater awareness of departmental programs, services and activities. May assist higher level staff by recommending, developing, and implementing division marketing plans in coordination with staff; works with staff to create processes and timelines. Conducts and coordinates customer satisfaction, market surveys and other marketing-related research and analyzes and reports on results. Promotes facilities at off-site venues.

#### **Public Information:**

Responds to questions, complaints and public requests for information. Collects data and performs analysis of surveys and reports (e.g., user surveys, customer satisfaction reports). Prepares reports and other documents.

#### **Media Relations:**

Drafts and disseminates news releases and information for policies, actions, programs, projects, services and activities in coordination with other department staff. Responds to news media inquiries; arranges interviews and story placements. Ensures that media contacts are provided accurate, consistent, and timely responses to inquiries in coordination with other department staff. Advises management and staff on media relations policies; assists with staff training in media relations. Builds and reinforces effective working relationships with local and regional news media. May serve as spokesperson for the division. Provides and coordinates outreach efforts and support for projects and initiatives.

### Important Worker Characteristics

- A. Advanced Knowledge of: (1) the principles and techniques of public affairs or public relations, relevant to the area in which work is primarily conducted; and (2) Commission programs, activities, organization and applicable policies and procedures\*.
- B. Skill in: (1) operation of audio-visual equipment and microcomputers with appropriate software;\* (2) creative and effective writing and editing; (3) communicating with a variety of individuals and groups with tact and diplomacy; (4) organizing events; (5) persuading and negotiating; and (6) implementing promotional activities or special events.

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### Important Worker Characteristics (cont.)

- C. Ability to: (1) communicate clearly and effectively, both orally and in writing; (2) organize work efficiently; (3) provide courteous service; (4) establish and maintain effective working relationships; and (5) comprehend technical reports and correspondence.

\*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, and two years of experience in journalism, marketing or public affairs; 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.