

The Maryland-National Capital Park and Planning Commission

TITLE: Principal Public Affairs and Marketing Specialist GRADE: I CODE: 2816
SERIES: Public Affairs and Marketing DATE: 4/24/13 FLSA: Exempt
EEOC: Professional

Class Definition

Under direction, plans, organizes and manages specialized programmatic areas of the public affairs work program. Plans, organizes and manages a department-wide, programmatic area of the public affairs work program in one or more of the following areas: community relations, event management, marketing, media relations or public information. Coordinates activities with other sections, divisions or departments. A Principal Specialist is assigned specialized or unusual and difficult projects, typically of a nature where the issues are controversial and/or of high importance to the Department. Facilitates accurate communication about issues with the community. Incumbent assumes substantive and significant programmatic responsibility in a defined area or specialty for departmental public affairs programs and functions as a lead on an ongoing or project basis, coordinating team efforts and developing team results as necessary to ensure accomplishment of departmental objectives. Performs other duties as assigned.

This position is distinguished from the Manager level which is responsible for managing professional-level staff in a comprehensive and department-wide public affairs work program.

Examples of Important Duties

1. Develops and implements goals and objectives for assigned public affairs program.
2. Designs and implements administrative procedures to streamline workflow and improve operations; leads staff and provides direction to ensure procedures are understood.
3. Assists supervisor in providing public affairs advice and counsel to senior management.
4. Provides staff assistance to the Planning Board with regard to public affairs activities.
5. Drafts and coordinates speeches, talking points, remarks, correspondence, and policy statements.
6. Stays abreast of current topics and initiatives for the Department and the Commission.
7. Coordinates contract processes and management. Writes specifications and assists with contract negotiations. Identifies contractor standards and monitors contractor performance.
8. May provide leadership, work guidance, assistance and on-the-job training to public affairs professionals and support staff

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Examples of Important Duties (cont.)

Event Management:

Manages departmental special events. Manages and participates in planning major public events such as public forums, ground breakings, park openings and dedications. Assists in the analysis of requests for facility naming/renaming, works with staff to investigate issues and develop recommendations. Assures that interests and image of the Department and Commission are represented and protected. Identifies appropriate invitees and program guests. Drafts speeches. Leads and coordinates outside vendors and staff.

Community Relations:

Develops and implements a strategic departmental community relations program. Develops ideas and copy for community outreach publications. Supervises, 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. Leads and assists staff with understanding demographic trends research on residential areas and communities as their impact on facilities and services. Organizes and implements community outreach strategies to inform diverse communities about department programs, services and facilities. Manages and oversees implementation of community outreach forums, information booths at events and public presentations. Develops and maintains community relations databases. Responds to public inquiries and comments. Resolves complaints or issues in coordination with supervisor.

Marketing:

Develops, recommends, and implements comprehensive department-wide marketing strategies to generate greater awareness of and promote department programs, services, activities and facilities. Follows up on outcome of marketing projects. Supervises, writes, edits and coordinates copy for the department's major publications, website, print and electronic media. Participates in the development, recommendation and implementation of marketing plans in coordination with departmental staff; works with staff to create processes and timelines. Conducts and coordinates customer satisfaction, market surveys and other marketing-related research; analyzes and reviews results.

Public Information:

Develops and implements a strategic departmental public information program. Responds to public requests, complaints and questions. Leads and oversees the development, collection and analysis of surveys and reports.

Media Relations:

Recommends and implements a strategic departmental media relations program; coordinating with staff as required. Serves as primary spokesperson for department. Develops and disseminates news releases and promotes department programs, projects, services, and facilities. Responds to news media inquiries and arranges interviews and story placements. Ensures media contacts are provided accurate, consistent and timely responses to inquiries.

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Examples of Important Duties (cont.)

Sets-up and participates in briefings and interviews. Builds and reinforces effective working relationships with media. Provides and coordinates outreach efforts and support for projects and initiatives. Provides support for community meetings, forums, and public hearings. Prepares and disseminates public notices and legal advertising. Prepares written materials including agendas, remarks and speeches. Maintains proper legal records.

Important Worker Characteristics

- A. Advanced Knowledge of: (1) the principles and techniques of public affairs or public relations; (2) creative design and practical production principles; and (3) Commission activities, organization, and applicable policies and procedures*.
- B. Skill in: (1) operation of audio-visual equipment and microcomputers with appropriate software; (2) problem solving; (3) creative and effective writing and editing; (4) communicating with a variety of individuals and groups with tact and diplomacy; and (5) project management
- C. Ability to: (1) communicate effectively, both orally and in writing; (2) set goals, objectives and priorities; (3) critically evaluate a variety of subject matters; (4) coordinate administrative processes; (5) interpret policies and procedures; (6) establish and maintain effective working relationships; (7) provide courteous service; and (8) 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 other related field, and four years of experience in journalism, marketing or public relations; 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.