

CLASS TITLE: CHIEF PUBLIC AFFAIRS OFFICER

Class Code: 02761400

Pay Grade: 37A

EO: A

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To serve in a highly responsible policy and communications capacity to the Director; to develop and implement the organizational brand strategy and provide guidance and assistance in the development of communications campaigns; to represent the Director, as needed, in communications and agreements with federal, state and local officials on matters relating to the department; to develop and maintain a continuous liaison with and between the department, the General Assembly, and other government officials; to develop and implement a strategic communications program that includes activities such as constituent and legislative affairs, media relations and planning, digital marketing communications, community outreach, and employee communications.

SUPERVISION RECEIVED: Works under the general direction of the Director with considerable latitude for the exercise of initiative and independent judgement; assignments are subject to review for results obtained and adherence to rules, regulations, and prescribed policies and procedures.

SUPERVISION EXERCISED: Plans supervise and reviews the work of subordinates and exercises functional supervision over other staff positions assigned to assist in performance and execution of any specific project.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To serve in a highly responsible policy and communications capacity to the Director.

To develop and implement the organizational brand strategy and provide guidance and assistance in the development of communications campaigns.

To represent the Director, as needed, in communications and agreements with federal, state and local officials on matters relating to the department.

To be responsible for developing and maintaining a continuous liaison with and between the various divisions of the Department, other state agencies, the General Assembly, and the Congressional Delegation.

To develop and implement a strategic communications program that includes activities such as constituent and legislative affairs, media relations and planning, digital marketing communications, community outreach, and employee communications.

To schedule, staff, and prepare the Director for briefings with internal and external parties, including federal, state, and local officials; community groups; media; and other stakeholder groups.

To be responsible for the preparation and coordination of assignments and special projects which require departmental policy approval and authorization prior to implementation.

To contact divisional officials for the purpose of obtaining information and recommendations for the use of the Director in planning, coordinating and directing the various communications services of the Department; to consult with such officials regarding legislation

and existing laws and regulations for the purpose of obtaining recommendations relating to their purpose, content and need.

To provide information to governmental officials, the public or interested parties in accordance with the established policies.

To serve as the principal source within the Department for the preparation and release of media information material in accordance with instructions and policies.

To be responsible for researching, writing and editing news releases, articles, and feature materials for use of the news media and advertising agencies; to schedule a continuous flow of informational material to the general public and affected communities for the purpose of providing timely information to improve public understanding and reception to departmental objectives.

To maintain satisfactory relationships with all media representatives, educational institutions, community organizations and the general public to secure cooperation in the placement use and distribution of informational service.

To keep departmental officials informed of the Director's decisions and recommendations on programs and policies; to contact such officials at frequent intervals relative to such decisions and recommendations and to make reports thereon.

To oversee the development and maintenance of all departmental communications initiatives and activities, including constituent and legislative affairs, media relations (press, social, and digital) and planning, marketing, community outreach, and employee communications.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of the principles practices and techniques of communication programs; a thorough knowledge of federal, state and local transportation programs; the ability to conduct fact-finding investigations of complaints raised by local officials, or civic groups, in connection with the effect of such state programs; a thorough knowledge of computers and Internet communications technology; a thorough knowledge of, and the ability to evaluate, the attitudes and reactions of interested and affected groups and their demands and needs for information about the department's programs and objectives; the ability to resolve such complaints and objections or to prepare reports thereon for consideration by the Director and/or departmental officials; the ability to review proposed legislation, existing laws and regulations and to report to the Director any need for amendment thereof; the ability to work in a liaison capacity; a thorough knowledge of computers and Internet communications technology; a thorough knowledge of, and the ability to evaluate, the attitudes and reactions of interested and affected groups and their demands and needs for information about the department's programs and objectives; the ability to research, write and edit news releases, articles, and feature materials for use of media and publicity agencies; the ability to communicate effectively with media representatives, educational institutions, community organizations and the general public; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: possession of a Master's Degree in Public Administration, Journalism or a related field from a college of recognized standing; and

Experience: Such as may have been gained through: considerable employment in a highly responsible position involving responsibility for the research, analysis, policy development and dissemination of information.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Revised: October 18, 2015

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