

METRO

Classification Description

Title: Assistant Public Affairs Specialist

Bargaining Unit: AFSCME 3580

Job Code: 0338

Established:

Pay Range: 14

Revised: 2007, December 9, 2015

FLSA Status: Non-exempt

Classification Summary:

Perform a variety of entry-level professional public affairs work using standard communication and analytical methods to promote public awareness, education and involvement in Metro projects. Coordinate public information and convey information about internal communications, and public outreach and involvement. Coordinate events for a specific program area or perform the more routine functions of a comprehensive public affairs function.

Supervision Received:

Supervision is received from a Supervisor or Manager who defines objectives, priorities and deadlines; and assists the specialist with unusual situations that do not have clear precedents.

Supervision Exercised:

May provide work direction for interns, work-study students or volunteers.

Distinguishing Features:

This is the first of a four-level professional series. The Assistant Public Affairs Specialist classification is distinguished by the performance of entry-level professional assignments under close supervision or clearly defined direction; and, by the availability of supervisory guidance when precedent is not available.

Essential Functions:

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks an employee in this classification may be expected to perform.

1. Plans and carries out assignments or projects and solves problems according to instructions, policies, previous training or accepted practices.
2. Creates objectives and action plans to implement portions of a communication plan for a program or project team.
3. Works with program managers and project teams to plan communication strategies that inform the public about Metro programs. Coordinates with technical project staff to develop materials for release and with design staff to create visual displays and handouts.
4. In routine situations, independently selects, interprets and applies guidelines such as operating instructions, public affairs manuals, agency policies and

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- standard public affairs practices and precedents; modifies and adapts them to suit situations not directly covered.
5. Develops and staffs exhibits at events such as fairs and conferences to promote Metro activities. Develops promotional materials, completes paperwork, assists in exhibit design, and identifies and meets the individual needs of speakers or participants.
 6. Researches and develops written materials, under supervision. Develops ideas for new events and new methods of promoting Metro projects to the public. Conducts research, writes, edits and arranges for posting to an agency's website information about Metro programs.
 7. Writes and edits messages to employees, under supervision. Plans communication strategies to explain new programs and gain support from employees. Writes communications for executive management for distribution to employees.
 8. Makes presentations in-house and to the public using audio-visual equipment, such as monitor, film and overhead projector. Answers internal and external requests for information.
 9. Creates articles about the agency's internal processes and staff achievements for publication in various media. Completes lay-outs, designs and writes internal newsletters for publication in a variety of formats.

Secondary Functions:

1. Performs other duties as assigned.

Job Specifications:

Bachelor's Degree in Political Science, Business or Public Administration, Public Relations, Marketing, Journalism, or the Behavioral or Social Sciences or related degree and one year of experience in public affairs/involvement; or any combination of experience and education which provides the applicant with the desired knowledge, skills, and ability required to perform the job.

Knowledge, Skills and Abilities:

1. Knowledge of composition, layout and production of promotional and educational materials
2. Knowledge of graphic arts and printing practices and procedures
3. Knowledge of public relations principles and practices. Theories, principles and techniques of organizational and interpersonal communication. Methods and techniques of data gathering and analysis of public opinion, including statistical analysis techniques
4. Basic knowledge of media production, communication and dissemination techniques and methods including alternative ways to inform via written, oral and visual media

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5. Basic knowledge of human behavior and performance; individual differences in ability, personality and interests; and learning and motivation
6. Basic knowledge of typical administrative systems and procedures for operating business software such as desk top publishing, word processing and office filing systems
7. Skill and ability to speak and write effectively
8. Ability to establish and maintain effective working relationships with other staff and the general public

Working Conditions:

This position requires the ability to perform those activities necessary to complete the essential functions of the job, either with or without reasonable accommodation. Position may require frequent or continuous walking, talking, repetitive motions of the hands/wrists, sitting and good general hearing. May also require occasional standing, reaching, feeling, handling and the ability to push/pull and/or lift/carry up to 40 pounds. Incumbents in this position are required to attend offsite meetings or events during and after normal work hours.