

Position Title: Public Affairs Specialist
Grade/Rank and Series: GS-13, or Commissioned Corps equivalent
Bargaining Unit Status: Bargaining
Duty Station: Rockville Only

Bureau of Primary Health Care Office	Job Series	Duty Station
External Affairs Division (EAD), Office of Strategic Business Operations (OSBO)	Public Affairs Specialist (1035)	Rockville Duty Station Only

OVERVIEW

As a Public Affairs Specialist for Bureau of Primary Health Care (BPHC)'s External Affairs Division (EAD), the incumbent will be responsible for developing and executing the full range of public affairs activities for BPHC, providing advisory, planning and technical expertise in designing proactive and reactive approaches and resolving BPHC public affairs matters.

RESPONSIBILITIES

- Analyze and evaluate public affairs needs to advise management officials of proactive approaches to take to attain BPHC's goals;
- Use a variety of methods and techniques in achieving communication goals, such as drafting news releases, talking points, speeches, presentations and sensitive correspondence for staff and external stakeholders, including grantees, news media, members of Congress and other government officials and groups;
- Anticipate, evaluate and resolve public affairs opportunities and challenges that may be encountered in communicating to internal and external stakeholders;
- Establish and maintain effective working relationships with internal and external stakeholders.

EXPECTED RESULTS

Advise on information and approaches to use publically to attain program goals

- Evaluate public affairs problems encountered in communicating the organization's programs.
- Advise on and recommend specific information activities designed to meet public affairs problems.
- Develop new communication approaches to address public affairs issues.
- Develop information programs to enhance understanding among public supportive, opposed or indifferent to organizational programs.
- Analyze and report on internal staff and public reaction to organizational programs and/or policies.

Develop and transmit material to audiences to enhance understanding of the organization's attitudes and practices

- Convey information about an organization's policies, programs, activities and functions to internal and external audiences.
- Develop and utilize communication tools such as talking points, news releases, speeches, fact sheets and/or controlled correspondence.
- Identify the most effective communication tool(s) to reach targeted audiences.
- Collaborate with staff and external stakeholders to develop communication materials to address complex or sensitive organizational issues.
- Develop communication initiatives to explain complex organizational policies to lay audiences.
- Analyze conflicting communication program data to advise senior and other management officials.

- Develop new approaches to deliver organizational information that is of a technical or sensitive nature to internal and external audiences.
- Establish and maintain collaborative working relationships with internal stakeholders to identify program and staff-level communication needs.
- Coordinate with media outlets for programmatic and personnel interviews, organizational updates, etc.

Evaluates challenges encountered in communicating program information, analyzes information needs and recommends resolutions

- Review communication processes to identify and recommend modifications that improve the efficiency of operations or the quality of products.
- Determine communication strategies to target, segment and profile audiences.
- Use qualitative and quantitative research findings to develop messages for different audiences.

PREFERRED EXPERIENCE AND COMPETENCIES

- Knowledge of strategic communication principles, methods, practices and techniques;
- Skill in determining the most appropriate means for transmitting information;
- Skill in communicating technical or sensitive program issues
- Ability to establish and maintain external stakeholder relationships (e.g., media and Congress);
- Ability to formulate communication and marketing strategies.