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## Classification Description

**Title:** Principal Public Affairs Specialist

**Job Code:** 0341

**Pay Range:** 21

**FLSA Status:** Exempt - Administrative

**Employee Group:** AFSCME 3580

**Established:** August 2017

**Revised:**

**EEO Category:** Professionals

### DESCRIPTION

Perform a wide range of the highest level strategic communications work within the Public Affairs Specialist series including coordinating public affairs, communications, community outreach, strategic content, marketing and work between and among Metro's departments, programs and venues and fulfill a lead role in developing agency-wide strategic partnerships with government, community and private sector organizations with an equity lens.

### DISTINGUISHING FEATURES

This is the highest non-supervisory level in the Public Affairs Specialist series. The Principal Public Affairs Specialist has responsibility for the most complex or advanced assignments. The Principal Public Affairs Specialist is distinguished from the Senior Public Affairs Specialist by responsibility for Metro-wide objectives, initiatives and policies that cross departments and programs and for leading interdisciplinary teams of senior public affairs staff, subject area experts from multiple departments and external partners. In coordination with policies and practices established with Metro's Diversity, Equity, and Inclusion Program, the Principal Public Affairs Specialist recommends department policy and makes department commitments within their area of expertise and functions with little supervisory direction and guidance.

Employees in this classification are experts in their field and carry out responsibilities for high profile, agency-wide mission critical programs and projects that require initiative, independence, cultural competence and awareness of intergovernmental and community issues and sensitivities, and best practices in content, marketing and engagement at an agency-wide scale.

### DUTIES AND RESPONSIBILITIES

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. Develops and organizes agency-wide work programs and teams to implement Council priority actions and assure timely completion.

2. Provides organizational support, research and materials for committees and/or Council; develops reports and presentations on agency-wide initiatives as requested.
3. Develops agency-wide methodologies and tools necessary to carry out work plans in partnership with multiple departments and partners as necessary.
4. Develops and implements agency-wide methodologies and tools for use across Metro, with and by other public agencies and community partners; provides instruction, coaching and guidance.
5. Promotes agency-wide intergovernmental communication and coordination among local governments through workshops, project review, publication and data sharing.
6. Serves as centralized point of contact for community members, community-based organizations and jurisdictional staff interested in engaging with Metro on assigned projects and initiatives.
7. Leads and coordinates agency-wide implementation of communications work programs and diversity, equity and inclusion initiatives.
8. Coordinates agency-wide special projects with local governments, special districts and community groups.
9. Prepares agency-wide work programs for consultant/community partner contracts, proposals and work, bid formulations and selection.
10. Develops agency-wide policy recommendations based on technical analysis; develops cost benefit analysis.
11. Remains current on Federal and State regulations, local ordinances, and administrative rules and their impact on Metro policy and programs.
12. Maintains, and exhibits discretion with confidential and/or sensitive information.

It is the responsibility of all Metro employees to:

1. Actively participate on committees and/or attend meetings as assigned.
2. Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability. This includes, but is not limited to:
  - Build and maintain positive relationships and contribute to a positive team atmosphere; engage others in ways that foster respect and trust
  - Encourage and appreciate diversity in people and ideas – seek to understand the perspectives of others
  - Provide excellent customer service – assist the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations
  - Practice continuous improvement - research new possibilities, contribute ideas and stay current in field of work
  - Demonstrate sustainable practices in applicable field and generally for resource use and protection
  - Work assigned schedule (if applicable); exhibit regular and predictable attendance
  - Practice safe work habits
  - Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate

3. Perform assigned duties during an emergency situation.
4. Perform other duties as assigned.

### **JOB SPECIFICATIONS**

A Bachelor's Degree in Political Science, Business or Public Administration, Public Relations, Marketing, the Behavioral or Social Sciences or related degree, or seven years of senior level experience in Public Relations or Affairs; or any combination of experience and education which provides the applicant with the desired knowledge, skills, and ability required to perform the job.

Preferred:

Experience successfully implementing diversity initiatives in communications with multiple departments/service lines

### **Knowledge, Skills and Abilities:**

- Extensive knowledge of public relations principles and practices
- Knowledge of publication design and production principles and procedures
- Knowledge of media production, communication and dissemination techniques and methods (including alternative ways to use written, oral and visual media)
- General knowledge of the principles and methods of web site information architecture and design layout
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar
- Knowledge of budgeting principles and practices
- Skill in the use of computers and software related to presentation and project management
- Excellent written and oral communication skills
- Ability to conduct research, analyze results and present findings to different audiences with various levels of comprehension
- Ability to develop, organize and coordinate a major media program, including program objectives, procedures and evaluation techniques
- Ability to interact effectively with elected officials, representatives of other governments, senior management, associates and the public
- Ability to train and lead other professionals, executives and elected officials
- Perform all position essential duties and responsibilities
- Use discretion with confidential and sensitive matters

### **Additional Requirements:**

- Successfully pass the background check and screening requirements required for the position

**SUPERVISION RECEIVED**

General supervision received from a Supervisor, Manager or Director

**SUPERVISION EXERCISED**

May provide lead direction to other professional staff

**TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING**

Standard office environment and equipment

**WORK ENVIRONMENT**

As necessary to meet workload demands, works outside of typical schedule including evening/weekend hours. Work may require travel to off-site locations.

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*The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro's visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.*