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Job Title: Public Affairs Specialist

Grade: CS-1035-12

Salary Range: $77,649 - $99,323

Job Summary:

The Public Affairs Specialist is an integral position within the Office of Communications and Community Outreach (OCCO) at the DC Department of Housing and Community Development (DHCD), a subdivision in the Office of the Chief of Staff within the Office of the Director.

The Public Affairs Specialist in the OCCO represents and promotes DHCD and its administration, employees, programs and policies to internal and external constituents. The Public Affairs Specialist provides communications, media relations, and community outreach planning services on behalf of DHCD in coordination with the rest of the team and the Communications Director.

Duties and Responsibilities:

Develops communication plans, including such factors as specific topics or aspects to emphasize the most effective media to utilize in communicating with target audiences, etc. Identifies, summarizes and analyzes public comments submitted to the organization.

Prepares articles for publication, and other informational materials and strategies for communicating activities to support the total management efforts. Develops informational materials, such as news releases, fact sheets, feature stories, and background statements.

Writes articles and speeches for organizational official(s) to specialized publics; prepares and publishes organization publications in keeping all internal personnel informed of programs, activities, and career information. Writes public involvement plans for informing and involving the public on issue of local, state and federal significance, as appropriate.

Arranges and conducts workshops, seminars, and meetings with various other organizations in stimulating participation in its own organizational activities; and in identifying their concerns.

Advises and assists the supervisor with implementing system(s) to track and address pertinent complaints, concerns and/or issues raised. Updates organization web-site, brochures, fact sheets, and other organization publications.

Develops communications strategies with short-term and long-term goals, and plans for achieving such goals. Evaluates the impact and effectiveness of communication plans and advises management if efforts should be discontinued, emphasis changed or

Qualifications and Education

Thorough knowledge of the mission, functions, and goals of the organization to facilitate communication between the organization and its publics on program-related problems, activities or issues.

Thorough knowledge of communication principles, methods and techniques, and skill in applying them to oral and written communications, in order to develop strategies; and disseminate information concerning organization programs, activities and functions.

Skill in making oral presentations designed to obtain cooperation and open communications between the organization, target