

CLASSIFICATION ADDENDUM

Job Title: Public Affairs Management Analyst

Classification Specification: Management Analyst

Barg Unit: OPE

Pay Grade: C41-C43

*This classification **addendum** further clarifies job specific duties and requirements of a job within a particular classification. Note: The classification specification document is to be referenced and this document utilized as the addendum (supplement). It is intended to provide additional information, where needed, and is not intended to provide an exhaustive list of duties and responsibilities; specific position assignments will vary depending on business needs.*

Essential Characteristics and Duties Addendum

The Public Affairs Management Analyst provides technical support in areas of media relations, public relations, project outreach and community marketing utilizing a variety of methods of communication. Designs, develops and implements media advisories, public service announcements, presentation materials, and other materials as required. Establishes and maintains positive relationships with print and electronic media agencies, community leaders, elected officials, staff members, and other key stakeholders. Supports legislative staff in evaluating legislative proposals, coordinating event attendance and drafting materials; plans and develops special events; responds to public information calls and responds to requests for information; monitors external news sources and provides content to internal customers as needed; attends council meetings when necessary; coordinates speaking engagements for elected officials and Executive Team members; may provide lead to assigned staff. Performs related duties as assigned

Qualifications Addendum

An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.

Training & Experience:

- In the field of communication, public relations, journalism, or marketing that includes professional experience in public relations, public outreach and/or communication programs.

Licensing Requirements:

- A valid Oregon driver's license at time of appointment may be required.

Knowledge:

- Principles and practices of public relations, social media, mass communications and marketing;
- Group facilitation methods and techniques;
- Professional journalistic practices: techniques, style, research, publication and presentation;
- Graphic design and performance measurement (Adobe, Illustrator, InDesign and other like products)
- Marketing strategies.

Skills: *(Demonstrated skill in performing the following)*

- Preparing a variety of communication materials including, but not limited to: reports, speeches, promotional materials, correspondence, press releases, fact sheets, and use of social media platforms;
- Leading and/or facilitating programs;

Essential Characteristics and Duties Addendum

- Preparing information for diverse audiences including information gathering, analysis and summary documents for the public;
- Concise written and verbal communication;
- Speaking in public before large groups, presenting information, and being on camera.

Qualification For Grade Progression:

C41 – Contributing (applying basic skills)

C42 - Journey (applying some advanced skills)

C43 - Advanced/Lead Level (applying advanced skills)

Physical Requirements Addendum

Sedentary Work as defined in the classification specification. Further definition of the physical requirements of the position can be found in a job task analysis.
Ability to travel as required.

Addendum History

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