

Classification: Public Affairs Specialist, NH-1035-III
Local Title:
Employing Office Location: Orlando, Florida
Duty Station: Orlando, FL

Org Info: Agency: Assistant Secretary of the Army (Acquisition, Logistics and Technology) ASA(ALT)
 1st Div: Program Executive Office, Simulation, Training and Instrumentation (PEO STRI)
 2nd Div: Business Operations Office
 3rd Div:
 4th Div:

Supervisor's Certification: I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships, and that the position is necessary to carry out government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.

Immediate Supervisor: Jerry L. Stahl

Title: Business Operations Executive (Acting)

Signature: _____ /s/ _____ **Date:** 4/2/03

Higher Supervisor or Manager: _____

Title: _____

Signature: _____ /s/ _____ **Date:** 4/2/03

Classification/Job Grading Certification: I certify that this position has been classified IAW Acquisition Workforce Personnel Demonstration Project broadbanding criteria.

Classification Official: James L. Laughlin, COL

Title: Chief of Staff

Signature: _____ **Date:** _____

FLSA:	Exempt	BUS Code:	7777	CL: 305
Drug Test:	NO	Emergency Ess:	No	
Key Position:		OPM Functions Code:		
Sensitivity:	NCS	Status:	Competitive	
Reason for Submission:	New	Subject to IA:	No	
Previous PD Number:	NA	Mobilization:		
Envir. Diff:		Career Prg ID:		
Acq Posn Category:		CAPL Number:		
Acq Career Level:		Acq Posn Type:		
Acq Special Asgmt:		Acq Prog Ind:		
Career Spec – Primary:		Career Spec – Sec:		
Cont Job Site:		Mobility:		
Financial Disclosure:	<input type="checkbox"/> Public Financial <input type="checkbox"/> Confidential Financial			
	<input type="checkbox"/> Supervisor <input type="checkbox"/> Manager <input checked="" type="checkbox"/> Neither			
Citation 1: USOPM PCS FOR Public Affairs Series, GS-1035, TS-53, July 1981				
Citation 2: AWF, PDP, BLD, Federal Register, Volume 64, Jan 99				

Acquisition Workforce Demo Project
Position Requirements Document

I. Organization information:

Position is located in the Business Operations Office of the Program Executive Office, Simulation, Training and Instrumentation (PEO STRI).

II. Position information:

Public Affairs Specialist, NH-1035-III

III. Duties:

Incumbent serves as Public Affairs Specialist responsible for advising and assisting subordinate organizations in media relations, and as advisor to the PEO and senior leadership at PEO STRI on issues of Congressional interest, and communications issues in their interactions with the news media and local community.

1. Advises the PEO and senior staff at PEO STRI on issues of congressional interest and on their interactions with congressional representatives. Plans and implements a PEO Congressional Affairs strategy intended to inform and educate Members of Congress and their staffs on PEO STRI technology, programs and procedures. Develops relationships with congressional representatives to promote the exchange of information related to PEO STRI's mission. Formulates, recommends and implements policies and procedures, and institutes internal review processes to assist PEO STRI in conducting congressional affairs. Serves as PEO STRI's Congressional Liaison Officer. Schedules and coordinates congressional actions for the PEO and senior leadership, and visits with Department of the Army (DA).

2. Plans, advises, prepares, and releases information on PEO STRI programs and functions to the general public, specialized audiences, internal audiences, the local, regional, national, and international news media, and technical publications. Directs and advises subordinate PEO STRI organizations in media relations. Advises the PEO and Senior staff at PEO STRI on communications issues with the local, regional, national, and international news media, and local, state community leaders. Answers media questions or recommends interviews with subject

matter experts within the PEO using knowledge of PEO programs and initiatives. Directs and prepares interviewees for interview and controls interview process with media representatives. Establishes, meets with, and maintains relations with the news media to enlist cooperation in providing timely, accurate information regarding PEO STRI's mission and programs. Establishes and maintains relationships with community leaders to communicate the Army story and the impact of the PEO within the local community. Plans, writes, implements and monitors PEO and senior staff speeches and paper clearances, to ensure no information is presented to the public in violation of PEO STRI policy, or , DA, Department of Defense, or other governmental law, directive, regulation or policy. Drafts articles for the PEO and senior leadership for technology and acquisition publications in national and international publications. Ensures the work force is informed on PEO vision, strategies and changes and issues that affect morale, and resource allocation. Formulates, recommends, and implements policies, programs, procedures, and processes to assist PEO STRI in conducting its public affairs/media relations. Leads efforts of contractor employees, university interns or ad hoc government teams to gather information and produce materials (e.g., papers, articles, videos, brochures, etc.) to communicate and inform the public and private sectors about PEO STRI programs. Liaison to higher headquarters on public affairs/media relations to include writing responses for the PEO and senior staff on public affairs suspenses and queries. Establishes PEO STRI strategy for media events and represents PEO STRI at DA senior leadership meetings on public affairs issues. Coordinates and acts as liaison to higher headquarters on action level matters for the Institute of Creative Technology (ICT) for the Secretary of the Army. Represents PEO STRI and DA at senior level meetings on public affairs issues and the establishment of media strategy for events such as the ICT.

3. Serves as a member of the Worldwide Web and Reshape Team Integrated Product Teams (IPTs) to provide communication and marketing expertise to PEO STRI leadership and work force in executing the program. Researches and develops an annual communication plan for the PEO's use with slides, papers, notes and other media tools. Provides input to the Association of the United States Army (AUSA) Green Book program and other publications by providing information through a specialized medium to address PEO STRI equipment and programs. Manages the Hometown News Program to inform the public of personal accomplishments of PEO STRI military and civilian personnel.

4. Coordinates and reviews summary items (Daily Information Summaries and Weekly Summaries) on program issues, approves or edits, before forwarding to senior Army leaders.

Performs other duties as assigned.

IV. Factors:

Factor: 1. - Problem Solving Level III.

Work is timely, efficient, and of acceptable quality. Completed work meets project/program objectives. Flexibility, adaptability, and decisiveness are exercised appropriately.

Independently defines, directs, or leads highly challenging projects/programs. Identifies and resolves highly complex problems not susceptible to treatment by accepted methods. Develops, integrates, and implements solutions to diverse, highly complex problems across multiple areas and disciplines. Anticipates problems, develops sound solutions and action plans to ensure program/mission accomplishment. Develops plans and techniques to fit new situations to improve overall program and policies. Establishes precedents in application of problem-solving techniques to enhance existing processes.

Factor: 2. - Teamwork/Cooperation Level III.

Work is timely, efficient, and of acceptable quality. Personal and organizational interactions exhibit and foster cooperation and teamwork. Flexibility, adaptability, and decisiveness are exercised appropriately.

Works with others to accomplish complex projects/programs. Applies innovative approaches to resolve unusual/difficult issues significantly impacting important policies or programs. Promotes and maintains environment for cooperation and teamwork. Leads and guides others in formulating and executing team plans. Expertise is sought by peers.

Factor: 3. - Customer Relations Level III.

Work is timely, efficient, and of acceptable quality. Personal and organizational interactions enhance customer relations and actively promote rapport with customers. Flexibility, adaptability, and decisiveness are exercised appropriately.

Guides and integrates functional efforts of individuals or teams in support of customer interaction. Seeks innovative approaches to satisfy customers. Establishes customer alliances, anticipates and fulfills customer needs, and translates customer needs to program/projects. Interacts independently and proactively with customers to identify and define complex/difficult problems and to develop and implement strategies or techniques for resolving problems (e.g., determining priorities and resolving conflict among customers' requirements).

Factor: 4. - Leadership/Supervision Level III.

Work is timely, efficient, and of acceptable quality. Leadership and/or supervision effectively promotes commitment to mission accomplishment. Flexibility, adaptability, and decisiveness are exercised appropriately.

Provides guidance to individuals/teams; resolves conflicts. Considered a functional/technical expert by others in the organization; is regularly sought out by others for advice and assistance. Defines, organizes, and assigns activities to accomplish project/program goals. Guides, motivates, and oversees the activities of individuals and teams with focus on project/program issues. Fosters individual/team development by mentoring. Pursues or creates training development programs for self and others.

Factor: 5. - Communication Level III.

Work is timely, efficient, and of acceptable quality. Communications are clear, concise, and at appropriate level. Flexibility, adaptability, and decisiveness are exercised appropriately.

Communicates project or program results to all levels, internally and externally. Reviews and approves, or is a major contributor to/lead author of, management reports or contractual documents for external distribution. Provides inputs to policies. Presents briefings to obtain consensus/approval.

Factor: 6. - Resource Management Level III.

Work is timely, efficient, and of acceptable quality. Resources are utilized effectively to accomplish mission. Flexibility, adaptability, and decisiveness are exercised appropriately.

Plans and allocates resources to accomplish multiple project/programs. Identifies and optimizes resources to accomplish multiple project/program goals. Effectively accomplishes multiple project/program goals within established guidelines.

Must be able to obtain and maintain a Secret security clearance.

May be required to travel within the U.S./overseas by commercial aircraft.

Knowledge, Skills, And Abilities (KSAs) For Qualification
Purposes

Knowledge of the organizational and functional responsibilities and operations of the employing organization

Skill in assessing public reaction and identifying extent of understanding achieved to evaluate effectiveness of information programs.

Ability to explain significant issues to generally responsive groups or individuals interested in PEO STRI's programs.

Ability to develop new information materials aimed at enhancing the understanding of groups or individuals of the significant issues of PEO STRI.

Skill in the development and execution of a communication plan targeted to educate Army leaders and congressional members and staff on PEO STRI programs.

Ability to establish and maintain relationships with key individuals/ groups outside immediate work unit including senior executives and General Officers at DA HQ, Members of Congress and their staffs and elsewhere

Ability to plan and organize work

Ability to gather, analyze, and present facts

Ability to interpret and apply rules, regulations, and procedures

Ability to communicate orally and in writing

Ability to advise others

Ability to identify problems and develop innovative solutions

Ability to work cooperatively as a member of a team

Ability to interpret and apply rules, regulations, and procedures