



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:
9/15/2025

This position is:

- ☐ Classified
☐ Unclassified
☐ Executive Service
☐ Mgmt Svc – Supervisory
☒ Mgmt Svc – Managerial
☐ Mgmt Svc - Confidential

Agency: Department of Early Learning & Care

Facility: Policy & Government Affairs - DELC

☒ New ☐ Revised

SECTION 1. POSITION INFORMATION

a. Classification Title:	Public Affairs Specialist 3	b. Classification No:	0866
c. Effective Date:	10/1/2025	d. Position No:	2350508/ WD#: 000000157455
e. Working Title:	Public Information Officer	f. Agency No:	58800
g. Section Title:	Communications – DELC	h. Budget Auth No:	TBD
i. Employee Name:	Vacant	j. Repr. Code:	MMN
k. Work Location (City – County):	Salem -Marion or Hybrid		
l. Supervisor Name:	Kate Gonsalves		
m. Position:	<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Seasonal <input type="checkbox"/> Limited Duration <input type="checkbox"/> Academic Year <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> Intermittent <input type="checkbox"/> Job Share		
n. FLSA:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	If Exempt:	<input type="checkbox"/> Executive <input type="checkbox"/> Professional <input checked="" type="checkbox"/> Administrative
		o. Eligible for Overtime:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

SECTION 2. PROGRAM AND POSITION INFORMATION

- a. Describe the program in which this position exists. Include program purpose, who's affected, size, and scope. Include relationship to agency mission.

The Department of Early Learning and Care (DELC) is a new Oregon state agency that supports the development and well-being of all Oregon children and ensures families in every corner of the state have access to high-quality early learning and care. DELC also supports child care professionals by providing technical assistance, professional development opportunities, business services, licensing, grants and other resources. DELC was created by the Oregon Legislature in 2021 to unify and strengthen Oregon's early learning system. The mission of the Oregon Department of Early Learning and Care (DELC) is to foster coordinated, culturally appropriate and family-centered services that recognize and respect the needs of all children, families and early learning and care professionals. Our vision is that children, families, early care and education professionals and communities are supported and empowered to thrive.

- b. Describe the primary purpose of this position, and how it functions within this program. Complete this statement. The primary purpose of this position is to:

This position is responsible for planning, organizing, developing and producing information and communications for the media and public to increase awareness, understanding, and involvement around early learning and to respond to interest in DELC programs, as well as critical issues and challenges. This position will act as the DELC spokesperson and/or representative with the media and will coordinate key messaging. The PIO may be asked to host media briefings and to compile media analysis reports.

This position will be point on ensuring materials are relevant and accessible to families and to ensuring timely communications and press releases are created and shared with reporters and the public. They will coordinate with staff on press inquiries and look for opportunities to market programs with the press to increase awareness of the agency including promotion of community participation and feedback opportunities.

The PIO will maintain and update internal and external talking points and holding statements by collecting and curating content in multiple formats from relevant staff, partners and sister agencies. As part of their regular duties, they will provide media training to staff, executive leadership and partners around along with timely updates about media issues. In concert with the Communications Director this position will be responsible for building relationships with reporters, drafting press releases, and monitoring media requests. They will support marketing and communications requests including print, video, social media, newsletter updates and media events. They will also evaluate and recommend and implement cutting edge communications strategies that build the reputation of the agency. The PIO will develop communications with an eye towards equity and racial justice and utilizing culturally appropriate strategies. During emergencies and in response to emergent issues, they will support emergency-response communications.

SECTION 3. DESCRIPTION OF DUTIES

List the major duties of the position. State the percentage of time for each duty. Mark “N” for new duties, “R” for revised duties or “NC” for no change in duties. Indicate whether the duty is an “Essential” (E) or “Non-Essential” (NE) function.

70% N E Media Coordination

- Oversee all message development used in earned media opportunities while ensuring message consistency with partners in external and internal communication.
- Serve as DELC chief news media contact and agency spokesperson
- Maintain around-the-clock media availability for emergency communications.
- Write news releases, opinion editorials, media advisories, talking points, fact sheets, blogs, and presentations and develop strategies for their distribution; oversee the creation of photos, videos, and creative content development to support public relations activities.
- Coordinate responses to media requests and group talking points for future use. Train staff members on how to work with the media and give successful interviews.
- Plan and coordinate media events
- Utilize all appropriate media platforms, including social media, to communicate with the news media, customers and community during emergency or crisis situations
- Establish and maintain positive work relationships with local and national reporters, bloggers, editorial boards, and social media influencers
- Respond to Public Information requests from news media in coordination with the Public Records Team and other offices.
- Oversee the development and coordination of special events such as news Conferences and site visits.
- Supervise collection and distribution of electronic news clips on a bi-weekly basis for staff and interested partners.
- Track and maintain archives and filing systems of key messages and materials related to common issue topics, public outreach and education.
- Through analysis of complex issues, develop communication policy and concepts that will guide

- agency-wide communications.
- Track and maintain archives and filing systems of key messages and materials related to common issue topics, public outreach and education.
- Provides support on memos to the Governor's Office around communications and media topics. Keeps the legislature informed about agency news and media topics. May draft content to send to a legislator regarding a news story in their district.
- Ensure media and communication outreach is inclusive traditionally underrepresented communities.

20% N E Communications Team Support

- Work with the communications team and program staff to develop and implement innovative and effective communication strategies to enhance public awareness.
- Oversee assigned tracker requests related to general communication jobs from across the agency.
- Assist with outreach, design and marking as assigned.
- Ensures materials are in plain language and multiple languages whenever possible.
- Meet with teams to create communications plans and provide strategy guidance.
- Support social media strategy development and implementation
- Provide strategic guidance for broad agency messaging and communication needs

10% N E Internal Support/Other Duties as Assigned

- Consult with and support the Communications Director, Executive Leadership Team and senior level management on media relations issues and strategy.
- Develop media trained subject matter experts.
- Provide and coordinate the training of personnel on how to effectively and confidently communicate with the news media
- Develop and maintain crisis communications plans
- Maintain compliance with rules and records management standards and company policy.
- Provide strategic communications advice and recommendations to Communications Director on complex media or public relations issues and challenges.
- Develop and maintain relationships and partnerships with other agency PIOs, Governor's Office, staff and leadership as well as external partners.
- Create and promote an equitable and respectful work culture
- Provides support or back up as assigned by the Director of Communications
- Carries out special assignments from the Director of Communications or Executive Leadership Team.

AT ALL TIMES - Commitment to Equity

Equity Lens: Designs and/or asks sets of questions to identify and eliminate disparate results-outputs, outcomes, impacts- of policies, programs, and practices for underserved/under-represented community members*

Equitable Workplace: Demonstrates cultural consciousness, commitment, and behavior, to improving an inclusive workplace climate for everyone.

Equitable Results: Produces results, i.e., outputs, outcomes, or impacts from programs and decisions toward closing disparities for under-represented community members* and improving results for everyone.

** Underserved/Under-represented community members: e.g., people of color; people with disabilities; LGBTQ+, etc.; and new immigrant populations.*

SECTION 4. WORKING CONDITIONS

Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.

Regular work hours except rare situations where media events occur outside of normal hours (In those situations opportunities for flex time may be available.) Requires occasional lifting, bending, reaching,

standing and exertion for short periods of time, daily sitting for extended lengths of time, and long periods of repetitive typing on a computer.

With changing workloads and multiple duties, this position must manage multiple tasks simultaneously, with a solutions oriented approach.

The individual must communicate effectively both verbally and in writing.

This position is a Monday-Friday 8-5 schedule (or a regular Monday-Friday 8-hour equivalent). This position will be a combination of hybrid and remote work schedule.

Office environment requires daily use of computer or data systems and web based applications.

SECTION 5. GUIDELINES

a. List any established guidelines used in this position, such as state or federal laws or regulations, policies, manuals, or desk procedures.

Additional resources and established guidelines relating to this position include:

- Diversity Equity and Inclusion Plan
- DELC Strategic Plan
- Early Learning Council policies and procedures
- Oregon State and Federal Civil Rights Laws and Regulations
- Department of Education policies and procedures
- Oregon Revised Statutes (ORS)
- Oregon Administrative Rules (OAR)
- DAS policies and procedures
- DELC Style Guide and Branding Guide

b. How are these guidelines used?

To ensure compliance with state and federal laws, department policies and procedures, guidelines, rules and regulations as well as preferred or best practices.

SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?

Who Contacted	How	Purpose	How Often?
Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".			
DELC Staff	Phone/in person/writing/Teams	Train staff on how to give interviews and work with the media. Explain process, coordinate exchange of documents, timely media response, coordinate referrals to other agencies or partners	Daily
General Public	Phone/in person/writing	Exchange of information, serve as spokesperson for the agency, explain process, communicate status of request	As needed
Other State Agencies	Phone/in person/writing/Teams	Coordinate requests, explain process, provide status update of requests	As needed
Partners	Phone/in person/writing/Teams	Exchange of information, explain process, communicate status of request	As needed

Reporters	Phone/writing/teams	Build relationships with reporters, coordinate media response, prep, interview	Daily/Weekly /As needed
Legislators/legislative staff	Phone/writing	Provide updates on the media inquiries	As needed

SECTION 7. POSITION RELATED DECISION MAKING

Describe the typical decisions of this position. Explain the direct effect of these decisions.

Decisions impact DELC programs, the development of strategies, opportunities for proactive storytelling and inclusivity. Decision-making requires sound judgement, a commitment to the agency's mission and sensitivity to public opinion, families, workforce, and partner concerns. Failure to perform duties will jeopardize the child care opportunities and trust building with partners and within the agency.

Decisions must ensure effective and efficient use of DELC resources, financial soundness of programs and compliance with rules, laws, and statutes.

This position will advise upper management on complex media situations and recommend strategic approaches and create long-range communication plans. Through analysis of complex issues, the PIO will develop communication policy and concepts that will guide agency-wide communications. The position will be pivotal in defining the agency reputation and relaying consistent image and message content to help increase access to information to diverse statewide partners including child care providers, parents, and elected officials. Failure to respond appropriately to reporter inquiries or to anticipate future stories, could compromise agency-wide trust and could reflect poorly on the State as a whole. The strategic communications skills utilized by this position will affect public and media perception.

Other day to day decision making would include setting work priorities to timelines are met and building best practice approaches towards ensuring there is a deep bench of capable spokespeople on a wide range of topics. This position may be asked to provide comments to the media on evolving situations to recommend changes to policies and procedures based on media research and evaluation. May be asked to give presentations and workshops to state and local government agencies around media response.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".				
Strategic Communications Director (Communications Manager 3)	2350501	Phone/in-person/writing	Regularly	Provides ongoing performance reviews, sets expectations, ensures agreed upon deliverables are on track.

SECTION 9. OVERSIGHT FUNCTIONS

THIS SECTION IS FOR SUPERVISORY POSITIONS ONLY

- a. How many employees are directly supervised by this position? 0
- How many employees are supervised through a subordinate supervisor? 0

b. Which of the following activities does this position do?

- | | |
|--|---|
| <input type="checkbox"/> Plan work | <input type="checkbox"/> Coordinates schedules |
| <input type="checkbox"/> Assigns work | <input type="checkbox"/> Hires and discharges |
| <input type="checkbox"/> Approves work | <input type="checkbox"/> Recommends hiring |
| <input type="checkbox"/> Responds to grievances | <input type="checkbox"/> Gives input for performance evaluations |
| <input type="checkbox"/> Disciplines and rewards | <input type="checkbox"/> Prepares & signs performance evaluations |

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

ADDITIONAL REQUIREMENTS: List any knowledge and skills needed at time of hire that are not already required in the classification specification:

As a condition of employment, the individual in this position will be subject to both Child Protective Services and Criminal History checks, including FBI fingerprinting, and will be required to be enrolled in the Central Background Registry. Adverse background data may be grounds for immediate disqualification.

All positions within DELC require employees to serve as a “mandatory reporter” of child abuse.

A valid Oregon driver license and a satisfactory driving record, or the ability to provide a satisfactory alternate mode of transportation.

This position requires a strong attention to detail and accuracy. The individual in this position is expected to create a professional work environment focused on high productivity, model sound work habits through personal example and leadership, maintain accurate and current office records, and actively participate, contribute and engage in department meetings. The incumbent must perform position duties in a manner which promotes customer service and harmonious working relationships, including treating all persons courteously and respectfully; actively engage in and promote a positive work environment; develop good working relationships with agency personnel and with appropriate external partners; identify and resolve problems in a constructive manner; demonstrate openness of constructive feedback and suggestions; and contribute to a positive, respectful, and productive work atmosphere creating a positive, productive environment focused on results.

It also requires the ability to manage multiple projects and deadlines, while completing independent work and team projects.

DELC team members are expected to consistently treat customers, partners, and co-workers with dignity and respect.

BUDGET AUTHORITY: If this position has authority to commit agency operating money, indicate the following:

Operating Area	Biennial Amount (\$00000.00)	Fund Type
Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.		

SECTION 11. ORGANIZATIONAL CHART

Attach a current organizational chart. Be sure the following information is shown on the chart for each position: classification title, classification number, salary range, employee name and position number.

SECTION 12. SIGNATURES

Employee Signature

Date

Supervisor Signature

Date

Appointing Authority Signature

Date