



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:
January 9, 2024

Agency: Oregon Department of Energy

Facility:

[] New [x] Revised

This position is:

- [x] Classified
[] Unclassified
[] Executive Service
[] Mgmt Svc - Supervisory
[] Mgmt Svc - Managerial
[] Mgmt Svc - Confidential

SECTION 1. POSITION INFORMATION

a. Classification Title: Public Affairs Specialist 2
b. Classification No: C0865
c. Effective Date: July 01, 1991
d. Position No: 3030005
e. Working Title: Public Affairs Specialist
f. Agency No: 33000
g. Section Title: Communications
h. Budget Auth No: 000555510
i. Employee Name:
j. Repr. Code: UA
k. Work Location (City - County): Salem - Marion
l. Supervisor Name:

m. Position: [x] Permanent [] Seasonal [] Limited Duration [] Academic Year
[x] Full-Time [] Part-Time [] Intermittent [] Job Share

n. FLSA: [x] Exempt [] Non-Exempt
If Exempt: [] Executive [] Professional [x] Administrative
o. Eligible for Overtime: [] Yes [x] 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 Oregon Department of Energy's vision is to lead Oregon to a safe, equitable, clean, and sustainable future. ODOE helps Oregonians make informed decisions and maintain a resilient and affordable energy system. We advance solutions to shape an equitable clean energy transition, protect the environment and public health, and responsibly balance energy needs and impacts for current and future generations. ODOE helps Oregonians improve the energy efficiency of their homes, provides policy expertise to prepare for Oregon's future energy needs, staffs the Energy Facility Siting Council, provides technical and financial assistance to encourage investments in energy efficiency and renewable energy resources, represents Oregon's interests in the cleanup of the Hanford nuclear site, and ensures state preparedness to respond to energy related emergencies. ODOE employs approximately 123 employees and is funded with revenue from more than 30 sources, including \$55.6 million in general fund, \$108.3 million in other funds, \$9.3 million in federal funds, \$1.4 million in lottery funds debt service, and \$29.4 million in non-limited loan program and debt service funds.

The Director's Office supports the agency mission by providing leadership and policy direction to the five operating divisions of the agency; establishing statewide policy and departmental goals; providing leadership in planning for Oregon's energy needs; overseeing the development and execution of legislation; maintaining regulatory integrity that gives the highest priority to public health and safety and environmental protection; and working closely with the Governor, legislative leaders, state and federal agency heads, and the Northwest Power and Conservation Council to ensure Oregon's interests are reflected in regional and national energy and nuclear waste policy.

The position is located in the Communications section, which is responsible for the agency's public outreach, education, and information programs and the agency's websites, social media, podcast, publications, and other communications tools and products.

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:

Develop and implement internal and external communication plans; provide public information through written, audio, and visual collateral; develop educational materials; create program materials and data visualizations; and assist in outreach and other communication efforts. This position works primarily on matters for the Planning and Innovation Division; however, it also provides communication services, on a back-up basis, throughout the agency.

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.

% of Time	N/R/NC	E/NE	DUTIES
45%	R	E	External Communications
			<ul style="list-style-type: none"> Work as part of a communications team that effectively communicates P&I programs and offerings to partners, stakeholders, media, businesses, and the public at large. Use a variety of communication mediums to tell P&I's stories. Get to know P&I's audiences and select the most appropriate medium for delivering messages.
			<ul style="list-style-type: none"> Design and produce informative content – including data visualizations, graphics, reports, podcasts, handouts, physical displays, videos, and other communications tools – for both specific and general audiences and venues. Initiate and write feature stories and additional web content to further the public's understanding of P&I.
			<ul style="list-style-type: none"> Develop P&I content and regularly plan and update ODOE's website, blog, Go Electric Oregon site, and Oregon Climate Action Commission website.
			<ul style="list-style-type: none"> Work within the communications team to plan and update ODOE's social media content, including Facebook, Twitter, Instagram, and LinkedIn on P&I matters.
			<ul style="list-style-type: none"> Work with the Communications Director and other staff to plan P&I's communication strategies. Maintain awareness of events that affect P&I. Advise the Communications Director and management team on the public relations effect of P&I programs, policies, and operations.
			<ul style="list-style-type: none"> Serve as back-up media spokesperson.
			<ul style="list-style-type: none"> Work with Communications Director to identify appropriate staff and managers for interviews, assist in preparation for media interviews, and present information on media to staff. Arrange news conferences and media access to engage with stakeholders and the public on complex energy issues.
			<ul style="list-style-type: none"> Monitor local and statewide media for coverage, pertinent information, and developing issues. Identify newsworthy events, information and activities, and write press releases, newsletters, and public service announcements. Identify potential stories to pitch to reporters when appropriate. Evaluate and summarize information to plan communication strategies and/or advise management.
			<ul style="list-style-type: none"> Interpret and communicate complex regulatory and technical information about P&I's rules, statutes, policies, procedures, and programs for the public, media, and others. Respond in a timely manner to phone calls, emails, and other contacts from media, members of the public, and other audiences.
			<ul style="list-style-type: none"> Ensure adequate supply of P&I's printed materials and division displays. Coordinate ordering of printed materials.
35%	R	E	Public Involvement and Stakeholder Communication

			<ul style="list-style-type: none"> • Work with Planning and Innovation Division (P&I) and ODOE staff to design and implement public communication and involvement processes for various projects and programs. Develop creative communication materials and innovative approaches for reaching out to and involving stakeholders.
			<ul style="list-style-type: none"> • Design and produce informative content – including handouts, podcasts, data presentations, physical displays, videos, and other communications tools – for communication efforts on behalf of P&I.
			<ul style="list-style-type: none"> • Provide backup to review the public email inbox and respond to public information requests related to the Policy and Innovation Division, and update communications materials to reflect public interests and comments. Work with subject matter experts on coordinating messages and talking points for P&I programs and projects.
			<ul style="list-style-type: none"> • Ensure the communication needs of project stakeholders are met and promote timely resolution of problems through effective communication.
			<ul style="list-style-type: none"> • Represent P&I at stakeholder and outreach events.
15%	R	E	Internal Communications
			<ul style="list-style-type: none"> • Advise the P&I division and other staff about formulating public responses to sensitive, controversial, or complex issues.
			<ul style="list-style-type: none"> • Assess internal communications needs and use a variety of tools to increase staff understanding of P&I's programs and goals. Research, recommend, and implement new modes/methods of communicating within the division.
			<ul style="list-style-type: none"> • Participate in semi-annual emergency preparation exercises.
5%	NC	E	Special Projects
			<ul style="list-style-type: none"> • As needed, coordinate and organize media campaigns, which may include writing news releases and public service announcements and using social media. Partner with other public entities, businesses, and media to reach target audiences across the state.
			<ul style="list-style-type: none"> • Plan, organize, direct, complete, and review special projects and events, as needed.
On-Going	NC	E	<ul style="list-style-type: none"> • Perform position duties in a manner which promotes customer service and harmonious working relationships, including treating all persons courteously and respectfully. • Engage in team participation and collaboration through the willingness to assist and support co-workers, supervisors, and other work-related associations. • Develop good working relationships with agency staff and supervisors through active participation in accomplishing group projects and in identifying and collaborating to resolve problems in a constructive manner. • Demonstrate openness to constructive criticism and suggestions to strengthen work performance. • Contribute to a positive, respectful, and productive work atmosphere. • Foster and promote the importance and value of a diverse and discrimination and harassment-free workplace. • Respect diversity of opinions, ideas, and cultural differences. • Other duties as assigned. • Regular attendance is required to meet the demands of this job and to provide necessary services.

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.

The office environment is an open landscape with cubicles and audible distractions. This position requires long periods of sitting, standing, using a keyboard and other computer operations, and the use of a cell

phone. Work requires lifting and carrying objects of up to 50 pounds, bending, crouching, use of arms above the shoulders, and transporting oneself throughout the office and to remote work locations. The position requires substantial reading, writing, and development of documents that require focus, reading comprehension, and writing skills. The work environment includes the use of electronic, audio-visual, and computer equipment. These working conditions are experienced daily. The employee must be able to complete work tasks under these types of conditions in this type of environment. An employee in this position must be available to work Monday through Friday with a regular 40-hour work schedule. The position may experience exposure to volatile or stressful situations and critical/hostile people. Occasional travel and extended working hours may be required. This position requires the ability to work quickly under deadline for multiple staff members and on multiple projects.

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.

- Administrative Services Department rules for managing contracts
- Agency and division policies, rules and guidelines for public information and contract management
- ORS 469 to ensure compliance with agency’s governing guidelines.
- ORS 282 and Department of General Services policies for work with State Printing
- US Department of Energy statutes, rules, and regulations governing grants to states and state energy programs
- Associated Press Stylebook
- Public records and meeting manual
- Agency budget document

b. How are these guidelines used?

Statutes, opinions, rules, policies, and procedures provide the legal parameters, criteria, and standards. Employee interprets and applies these to specific situations that may not be clearly defined.

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?
<i>Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.</i>			
Program Staff	Phone/email/in person	Advise and consult	Daily
Program Users	Phone/email/in person	Program interpretation	Daily
Constituent Groups	Phone/email/in person	Provide information	Daily
Management Team	Phone/email/in person	Advise and consult	As needed
News Media	Phone/email/in person	Provide information	As needed
Government Agencies	Phone/email/in person	Provide information/project coordination	As needed
Governor’s Office	Phone/email/in person	Provide information/project assistance	As needed
Utilities	Phone/email/in person	Provide information/project coordination	As needed
Agency Contractors	Phone/email/in person	Coordinate projects	As needed
State Printing	Phone/email/in person	Provide information/project coordination	As needed
Advisory Groups	Phone/email/in person	Provide information	As needed

SECTION 7. POSITION RELATED DECISION MAKING

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

Communications decisions — including those tied to events, publications, podcasts, graphics, website content, and other areas and public responses will affect the reputation of the agency across all audiences. Accuracy, timeliness, and effectiveness are critical.

Agency business must comply with state and federal regulations, including open meeting and records laws and contracting laws. Non-compliance could place the agency in legal jeopardy and affect public perception of state government.

This position must work with staff to publicize the agency’s work in appropriate ways. A lack of publicity or the wrong kind of publicity could result in missed opportunities and less effective programs. This position will prioritize daily work to respond to requests from staff, media and/or citizens. Strained working relationships at any level could affect the agency’s image, reputation, and ability to accomplish its mission. Much of the agency’s work is technical. This position is responsible for ensuring that materials are clear, effective, and credible. Unclear, outdated or poorly written program forms, website content, reports, and other materials could cause public confusion, damage agency credibility, and create problems for program areas.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
Communications Manager 1	3014001	Through informal and formal conversations and meetings and through quarterly performance evaluations.	Quarterly	To establish expectations, measure progress, provide feedback, and evaluate effectiveness

Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".

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"/> Prepare & 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:

- Must successfully pass a criminal background check.
- Employee is required to possess and maintain a valid driver’s license issued by the state where the employee resides and maintain a satisfactory driving record or provide an acceptable alternate mode of transportation.

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 curser 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