

Employment Opportunities

600 NE Grand Ave.
Portland, OR 97232-2736
503-797-1570
www.oregonmetro.gov/jobs



Associate Public Affairs Specialist

Internal and general recruitment

Status:	One full-time position
Department:	Communications
Work location:	600 NE Grand Ave., Portland, Oregon
Salary range:	\$49,329.38 - \$66,056.83 annually This position is represented by AFSCME Local 3580 and is exempt
Recruitment number:	COMM-0339-Aug09
Application deadline:	August 25, 2009 (internal) September 1, 2009 (general)

Internal applicants must be current employees of Metro or MetroERC having regular, regular part-time or temporary employment. Temporary employees employed by Metro or MetroERC must have gone through a competitive selection process for the position currently held. Regular employees must have successfully completed their initial probationary period.

Please carefully follow application procedures at the end of the announcement.

Position summary

The Associate Public Affairs Specialist supports communications activities across all Metro departments and independently develops and coordinates assigned policy and planning-related communication activities. The person in this position develops, writes and edits content for the Metro web site, print and electronic publications, and social networking sites; produces newsletters, presentations and event materials; plans and implements stakeholder, community and media engagement; advises project teams about communication issues; provides centralized coordination of several of Metro's communication tools and work systems; and supports Metro's intranet and online calendar. The ideal candidate for this position will have experience in public affairs; expert writing and editing skills, high comfort level with computers and design software, basic familiarity with HTML and web design, experience in the use of online tools for public engagement, excellent verbal and customer service skills, self-initiated problem solving skills, and superior organization skills and techniques. This position may provide lead direction to clerical staff, volunteers and interns. This position resides in the Communications department and reports jointly to the Communication Design Manager and the Policy and Planning Communication Manager.

Essential job duties

An employee in this position must be able to perform all of the essential job duties listed below with or without reasonable accommodation; however, this list is not intended to include all of the specific tasks which an employee in this position may be expected to perform.

- Develops and implements communication plans to promote and support Metro programs. Identifies target audience, positions and coordinates messages with Metro brand and with other Metro programs.

- Identifies community and stakeholder interests and concerns; adapts communication plans and outreach methods to fit the audience.
- Studies the objectives, promotional policies and needs of assigned area. Confers with managers to identify trends and key group interests or concerns. Evaluates and summarizes gathered information to assist in the planning of communication programs.
- Develops, organizes, writes and edits content for the Metro web site supporting content managers in all departments. Builds and places “widgets,” photos, highlight boxes and other enhancements to web pages.
- Provides editing support to Metro publications (both print and online) and helps maintain editing standards and tools for writers across the agency.
- Serves as primary editor for Metro’s online calendar. Edits and publishes calendar items; trains and supports calendar content providers; works with external partners who submit their activities to the online calendar; supports Metro staff using online registration for their events; works with the web team to identify and address design and usability issues.
- Coordinates public and stakeholder outreach activities, including special events and campaigns as needed. Develops public involvement and feedback mechanisms.
- Works with workforce communication coordinator to support Metro's intranet. Develops and maintains the information architecture; edits and publishes intranet pages; trains and supports intranet content providers; works with the web team to identify and address design and usability issues.
- Supports content development for and maintenance of Metro's social networking sites and helps facilitate Councilor, staff and public use of blogs on the Metro web site.
- Edits the calendar portion of the Metro GreenScene for a quarterly print publication and an ongoing web calendar featuring more than 150 nature and sustainable living activities per month.
- Prepares news releases, media advisories and supports media briefings. Uses appropriate tools to reach target audience, including traditional and new media. Promotes Metro activities and events to the media by sending out calendar notices to newspapers, periodicals and calendar listings in print and online.
- Promotes the Metro web site by developing and enhancing connections to the site from partner sites, popular portals and other relevant web sites.
- Responds to questions and feedback from the public on the Metro web site; advises staff on how to respond to questions from media and the public.
- Makes presentations in-house and to public, private and governmental organizations.
- Performs other related duties as assigned.

Minimum Requirements

A Bachelor’s Degree in a communications field and two year of experience in public affairs or communications; or any combination of experience and education which provides the applicant with the desired knowledge, skills and ability required to perform the job.

Knowledge, skills and abilities

- Excellent writing, editing and proofreading skills
- Knowledge of public affairs and communications principles and practices.
- Knowledge of English usage, spelling, grammar and punctuation
- Knowledge of publication and web design and production principles and procedures
- Knowledge of the use of online tools for public engagement
- Skill in the use of computers and standard business and specialized software
- Basic proficiency in HTML
- Excellent oral communication skills
- Ability to conduct research, analyze results and present findings
- Ability to interact effectively with personnel at all levels
- Ability to provide lead direction to clerical staff, volunteers and interns
- Ability to work in a multi-tasked, fast-paced environment
- Ability to establish and maintain filing and record keeping systems

- Ability to provide quality customer service
- Skill in prioritizing and monitoring work assignments

Benefits: Metro provides generous health care benefits that vary depending on the plan the employee chooses, bargaining unit affiliation, and employment status. Metro participates in the Public Employees Retirement System (PERS), contributing both the employer and employee portion. Employees hired after August 2003, who have not previously worked in a PERS benefited position will participate in the OPSRP program; eligibility for OPSRP generally begins the first of the month after working 6 full months. Eligibility for Tier 1 or Tier 2 PERS generally begins after working 600 or more hours in a 12-month period.

Immigration law notice: Only US citizens and aliens authorized to work in the United States will be hired. All new employees will be required to complete and sign an employment eligibility form and present documentation verifying identity and employment eligibility.

Equal employment opportunity: All qualified persons will be considered for employment without regard to race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made or any other status protected by law. Assistance will be gladly provided upon request for any applicant with sensory or non-sensory disabilities.

Veterans' preference: Under Oregon Law, qualified veterans may be eligible for veteran's preference in application for Metro/MERC positions. If you are a veteran, or disabled veteran, and would like to be considered for a veteran's preference for the job for which you are applying, check the appropriate box on the Metro application. If an application is not requested as part of the application process, indicate your desire for veteran's preference consideration in your cover letter.

To qualify, veterans must provide appropriate documentation along with their application materials before the application deadline date listed on the job announcement: Veterans: Fill out and submit 1) a Metro Veterans' Preference Form and 2) a copy of your DD-214 or DD-215 indicating discharge status. Disabled Veterans: Fill out and submit 1) a Metro Veterans' Preference Form and 2) a copy of your DD-214 or DD-215 indicating discharge status, and 3) your public employment preference letter from the US Department of Veterans' Affairs.

Application procedure

This position opens to internal and general candidates on August 18, 2009.

To apply, submit the following

1. **Resume, including dates of employment.**
2. **Cover letter describing your skills as a writer and editor and your experience using online tools to meet marketing or public engagement goals. (2 pages maximum)**
3. **Two writing samples including one news release and one piece written for online publication (web page, blog post, etc.).**
4. **Applicant Contact Information form.**

Note: If you do not include all of these materials, your application will be incomplete and will not be considered.

Submit your application

Deadline: 5 p.m., August 25, 2009 (internal)
5 p.m., September 1, 2009 (general)

E-mail: jobs@oregonmetro.gov
Please include the word "Application" in the subject line of your e-mail. Electronic attachments must be in MS Word or PDF format. We are unable to download ZIP files.

Mail or drop off: Metro Human Resources Department
600 NE Grand Ave, Portland, OR 97232

Fax:

503-797-1798

Important notes about your application

- Applications received after the deadline will not be considered.
- The date and time of our e-mail/fax system will be used to determine if application materials are received by 5 p.m. on the deadline.
- Any unsolicited materials will be discarded. All materials submitted become the property of Metro and will not be returned.

Follow-up

After the application deadline, it usually takes about three to four weeks before the hiring manager selects those individuals who will be interviewed. You can find out the status of a position for which you've applied by: (1) calling the job hotline at (503) 797-1777 and listening for the recruitment update prompt; (2) accessing Metro's website at www.oregonmetro.gov/jobs and clicking on the Recruitment Status Updates link. Weekly recruitment status updates will be posted on the job hotline and web site every Friday. When accessing recruitment updates, you will need to know the title of the job for which you applied.

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