

# Outreach Notice

## Supervisory Public Affairs Specialist, GS-1035-13 (Modern Media Manager) U.S. Forest Service Rocky Mountain Regional Office

The Rocky Mountain Region's External Affairs Staff will be filling a permanent, full-time GS-1035-13 Public Affairs Specialist position (Modern Media Manager). The position is located in the Regional Office in Golden, Colorado. This is a tremendous opportunity to work with talented staff in a high-profile region. **Transfer of station (TOS) will be considered.**

This outreach notice is in effect from December 1 through December 22, 2016. If interested in this opportunity, please complete the attached form and return it to [ybaca@fs.fed.us](mailto:ybaca@fs.fed.us) by December 22.

### **About the Position**

This position serves primarily as the Regional Modern Media Manager on the External Affairs Staff. This position supervises the following positions: Web and AV Technical Support, Web Manager, Graphics, Illustration and Printing Specialist, and Information Receptionist. Strategic visioning and leadership will be needed in transforming current website, social media, and other modern media aspects of communication. This position is responsible for providing communication advice, consultation, and support to the Regional and Field staffs on a variety of complex and challenging issues. The incumbent is responsible for regional strategic communication planning and product development supporting media initiatives, internal communication, social media advancements, and partner/stakeholder/congressional involvement. This position also provides technical guidance, advice and oversight to public affairs specialists on the Forest and Grassland units in the Rocky Mountain Region.

### **MAJOR DUTIES**

- As Senior Staff within the Regional External Affairs program area the incumbent will serve as Acting Director, Acting Media Officer and Acting Legislative Affairs Coordinator as needed. Coordinates closely with the Regional Partnership Coordinator to leverage and maximize social media engagement and web presence.
- Identifies, develops, and manages content for website, social media, and video communication campaigns needed to address critical issues; explain Forest Service policies, programs, and activities, and regulations regarding web and social media requirements; and establish two-way communication with the field units with the Region. Serves as the lead webmaster for the regional external website. Serves as the regional expert and liaison between forests and the national office on regional website and social media matters.
- Provides photographic, video, and visual expertise to the Regional office and field units. Oversees and assembles recorded footage into a finished project suitable for broadcast on several mediums with attention to Agency requirements and accessibility.
- Oversees the regional coordination with the national web management team and provides direction for all upgrades and changes to the regional external website. Supervises and

offers strategic direction on regional social media efforts and serves as the region-wide expert on regional social media efforts, techniques, and outreach strategies.

- Stays abreast of the most current and effective communication and modern media methods and techniques. Provides training in these methods and techniques for field and Regional Office Public Affairs Specialists, community engagement specialists, and others as needed.
- Ensures coordination with network administrators and internal communicators to oversee the Region's internal intranet main page and provides strategic direction and guidance for developing and improving the site.
- Participates with regional staffs in the development and implementation of public affairs communication plans, program strategies and techniques for dealing with critical and complex public issues.
- Advises on, and implements a variety of communication methods and techniques (i.e., modern, written, oral, social, and visual) in devising the appropriate modern communication method for each public affairs campaign. Incorporates situation analysis, target public identification, media and message strategies, and evaluation of effectiveness and costs in each campaign.
- Provides expert input into the long-range planning, development and coordination of the overall Public Affairs program for the Region. Analyzes public reaction and recommends changes to improve understanding. Recommends methods to maximize the understanding of Regional direction for internal and external audiences.
- Evaluates the effectiveness of public affairs communication, website, and social media efforts; recommends strategies for improving outreach to a variety of audiences, adoption of new tools, and implementing new methods and tactics for reaching a broader audience.
- Contributes to the coordination and implementation of employee and public events such as public meetings, workshops, and special projects.

### **About the Local Area**

The Rocky Mountain Regional Office is located in Golden, Colorado, eight miles west of Denver and 10 minutes from the gateway to the Rocky Mountains. The Region is comprised of 17 National Forests and 7 National Grasslands across Colorado, South Dakota, Wyoming, Nebraska and Kansas. The Region employs over 1,600 permanent employees.

Golden is less than an hour from Denver International Airport; has easy access to an incredible number of skiing, hiking and biking trails, and a multitude of recreational areas; and has at least 4 major malls, including an outlet mall nearby. Cultural opportunities include live theater, an active music scene, art and history museums, the Denver Zoo and Botanic Gardens, a variety of ethnic festivals and a full calendar of special community events. The Denver Metro area has a diverse and growing population with many institutes of higher learning and places of worship.

The Denver Metro area has over 300 days of sunshine a year. Summer days are sunny with an average August temperature of 75 degrees, and afternoon thunderstorms fairly common. Winter

temperatures can be freezing at night, but usually in the 30-50 degree range during the day, along with sunshine. There are usually 5-10 snow events a year, most of which are less than 6 inches.

For more information, please contact Valerie Baca at (303) 275-5118 or email [vbaca@fs.fed.us](mailto:vbaca@fs.fed.us)