

### Position Summary

Under the general direction of the Secretary of the Department of Administration, the Agency Communications Liaison develops external and internal communications and public relations efforts. This is a professional position which will oversee the coordination of promotional, media and public relations activities, events, and announcements across cabinet agencies. This position will implement proactive communications and public relations efforts, create public outreach opportunities, provide information to the Legislature and coordinate efforts with other agencies. This position will provide complex and critical strategic planning and policy advice, as well as technical assistance regarding effective public information procedures to staff. Travel may be required to facilitate close coordination between the various cabinet agencies.

### Goals and Worker Activities

- 40% A. Serve as central point of contact for cabinet agencies on media response and stakeholder outreach so as to coordinate agencies' activities with policy goals and communications objectives.
- A1. Maintain close communication with all agency communications staff. Facilitate meetings/calls/communications to ensure coordination between all agencies.
  - A2. Develop media response working with Cabinet Agencies' staff to produce accurate and helpful information to develop timely responses to meet deadlines.
  - A3. Coordinate the preparation and distribution of press releases, news stories, opinion essays, and related information to the media.
  - A4. Establish and maintain continuity of communication with cabinet agencies and Governor's Office. Assist in coordinating media requests with other agencies and the Governor's office.
  - A5. Establish and maintain a professional working relationship with the news media.
- 40% B. Develop overall communications strategy, seek agency input and convey strategic communications goals and objectives to Agency Communications Directors.
- B1. Oversee Agency Communications Directors proactive media outreach (traditional and new) and strategic surrogate media/event planning.
  - B2. Oversee grassroots/stakeholder outreach by cabinet.

- B3. Formulate communication methods and strategies for department media and public relations activities, events, and announcements
  - B4. Coordinate a cohesive design and message in Department materials that meets agency business and mission strategies.
- 15% C. Support the implementation of proactive internal and external communications and public relations strategies.
- C1. Compile all agencies' monthly, quarterly and annual communication reports for Governor's office.
  - C2. Develop public outreach activities, across the state, including meetings with local groups and officials, business and company tours, speeches, and other events. Develop background information, briefing materials, presentations, and talking points for the outreach events.
  - C3. Review, develop, and edit agency papers and written materials.
- 5% D. Perform ancillary activities.
- D1. Attend Cabinet Agency updates, briefings and status meetings with Secretary.
  - D2. Perform other duties as assigned by the Secretary.

#### Knowledge and Skills Requirements

1. Knowledge of principles and practices of media relations and public relations
2. Knowledge of research skills
3. Knowledge of effective writing techniques
4. Strong writing, editing and proofing skills used in the development of press releases, policy statements, speeches, brochures, newsletters and Website content
5. Effective oral communications skills
6. Ability to work both independently and as part of a team
7. Effective time management skills
8. Ability to multi-task and prioritize work
9. Use of computer technology for desktop publishing, word processing, graphics, databases and the Internet
10. Experience with technical writing

A valid driver's license, or ability to provide one's own transportation, is required to meet travel requirement of the position.