

**POSITION DESCRIPTION** (Please Read Instructions on the Back)

2. Reason for Submission <input checked="" type="checkbox"/> Redescription <input type="checkbox"/> Reestablishment <input type="checkbox"/> New <input type="checkbox"/> Other		3. Service <input type="checkbox"/> Hdqtrs. <input checked="" type="checkbox"/> Field		4. Employing Office Location Orlando, FL		5. Duty Station		1. Agency Position No. NL12100	
Explanation (Show any positions replaced) Replaces NL09615		7. Fair Labor Standards Act <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt		8. Financial Statements Required <input type="checkbox"/> Executive Personnel Financial Disclosure <input checked="" type="checkbox"/> Employment and Financial Interests		9. Subject to IA Action <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		6. OPM Certification No.	
10. Position Status <input checked="" type="checkbox"/> Competitive <input type="checkbox"/> Excepted (Specify in Remarks) SES (Gen.) <input type="checkbox"/> SES (CR)		11. Position is: <input type="checkbox"/> Supervisory <input type="checkbox"/> Managerial <input checked="" type="checkbox"/> Neither		12. Sensitivity <input type="checkbox"/> 1 - Non-Sensitive <input type="checkbox"/> 3 - Critical Sensitive <input checked="" type="checkbox"/> 2 - Noncritical Sensitive <input type="checkbox"/> 4 - Special Sensitive		13. Competitive Level Code 1210		14. Agency Use	

15. Classified/Graded by	Official Title of Position	Pay Plan	Occupational Code	Grade	Initials	Date
a. U.S. Office of Personnel Management						
b. Department, Agency or Establishment						
c. Second Level Review						
d. First Level Review	Public Affairs Specialist	GS	1035	12		
e. Recommended by Supervisor or Initiating Office						

16. Organizational Title of Position (if different from official title) \_\_\_\_\_ 17. Name of Employee (if vacant, specify) \_\_\_\_\_

18. Department, Agency, or Establishment Department of the Army		c. Third Subdivision Chief of Staff (CS)	
a. First Subdivision U.S. Army Materiel Command (AMC)		d. Fourth Subdivision Administrative Operations Division (CSA)	
b. Second Subdivision Simulation, Training and Instrumentation Command (STRICOM)		e. Fifth Subdivision	

19. Employee review - This is an accurate description of the major duties and responsibilities of my position. \_\_\_\_\_  
Signature of Employee (optional)

20. **Supervisory Certification.** I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships, and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.

a. Typed Name and Title of Immediate Supervisor  
Jean H. Burmester, Chief, Administrative Operations Division

b. Typed Name and Title of Higher-Level Supervisor or Manager (optional)

Signature \_\_\_\_\_ Date 6/6/09

Signature \_\_\_\_\_ Date \_\_\_\_\_

21. **Classification/Job Grading Certification.** I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standards.

22. Position Classification Standards Used in Classifying/Grading Position  
USOPMPCS Public Affairs Series, Jul 81, TS-53, Jul 99, HRCD-7; USOPM The Classifiers Handbook, Jul 99, HRCD-7; USOPM Introduction to the Position Classification Standards, Appendix 3: Primary Standard, Jul 99, HRCD-7.

Typed Name and Title of Official Taking Action  
William C. Youmans, Acting Chief of Staff

Information for Employees. The standards, and information on their application, are available in the personnel office. The classification of the position may be reviewed and corrected by the agency or the U.S. Office of Personnel Management. Information on classification/job grading appeals, and complaints on exemption from FLSA, is available from the personnel office or the U.S. Office of Personnel Management.

23. Position Review	Initials	Date								
a. Employee (optional)										
b. Supervisor										
c. Classifier										

24. Remarks  
Position is at the Full Performance Level  
BUS: 7777

### INTRODUCTION

This position is in the Office of the Chief of Staff within the Simulation, Training, and Instrumentation Command (STRICOM), a Major Subordinate Command of the U.S. Army Materiel Command (AMC). The mission of STRICOM is to provide centralized management and direction for all research, development, acquisition and fielding of Army training devices, simulations and simulators, instrumentation, targets and threat simulation. The commander centrally directs, coordinates, and supports the materiel development, acquisition and sustainment activities through the matrix organization and four Project Managers. STRICOM programs have high profile due to the complex nature of the simulation technology and the emphasis on training to meet the Chief of Staff of the Army's vision. Incumbent serves as Public Affairs Specialist responsible for advising and assisting subordinate organizations in media relations, and as advisor to the Commanding General and senior leadership at STRICOM on issues of Congressional interest, and communications issues in their interactions with the news media and local community.

### MAJOR DUTIES

1. Advises the Commanding General and senior staff at STRICOM on issues of congressional interest and on their interactions with congressional representatives. Plans and implements a command Congressional Affairs strategy intended to inform and educate Members of Congress and their staffs on STRICOM technology, programs and procedures. Develops relationships with congressional representatives to promote the exchange of information related to STRICOM's mission. Formulates, recommends and implements policies and procedures, and institutes internal review processes to assist STRICOM in conducting congressional affairs. Serves as STRICOM's Congressional Liaison Officer to AMC. Schedules and coordinates congressional actions for the Commanding General and senior leadership, and visits with Army Materiel Command (AMC) and Department of the Army (DA).

35%

2. Plans, advises, prepares, and releases information on STRICOM programs and functions to the general public, specialized audiences, internal audiences, the local, regional, national, and international news media, and technical publications. Directs and advises subordinate STRICOM organizations in media relations. Advises the Commanding General and Senior staff at STRICOM on communications issues with the local, regional, national, and international news media, and local, state community leaders. Answers media questions or recommends interviews with subject matter experts within the Command using knowledge of Command programs and initiatives. Directs and prepares interviewees for interview and controls

interview process with media representatives. Establishes, meets with, and maintains relations with the news media to enlist cooperation in providing timely, accurate information regarding STRICOM's mission and programs. Establishes and maintains relationships with community leaders to communicate the Army story and the impact of the Command within the local community. Plans, writes, implements and monitors Commanding General and senior staff speeches and paper clearances, to ensure no information is presented to the public in violation of STRICOM policy, or AMC, DA, Department of Defense, or other governmental law, directive, regulation or policy. Drafts articles for the Commanding General and senior leadership for technology and acquisition publications in national and international publications. Ensures the work force is informed on Command vision, strategies and changes and issues that affect morale, and resource allocation. Formulates, recommends, and implements policies, programs, procedures, and processes to assist STRICOM in conducting its public affairs/media relations. Leads efforts of contractor employees, university interns or ad hoc government teams to gather information and produce materials (e.g., papers, articles, videos, brochures, etc.) to communicate and inform the public and private sectors about STRICOM programs. Liaises to higher headquarters on public affairs/media relations to include writing responses for the Commanding General and senior staff on public affairs suspenses and queries. Establishes STRICOM strategy for media events and represents STRICOM at DA senior leadership meetings on public affairs issues. Coordinates and acts as liaison to higher headquarters on action level matters for the Institute of Creative Technology (ICT) for the Secretary of the Army. Represents AMC and DA at senior level meetings on public affairs issues and the establishment of media strategy for events such as the ICT.

45%

3. Serves as a member of the Worldwide Web and Reshape Team Integrated Product Teams (IPTs) to provide communication and marketing expertise to STRICOM leadership and work force in executing the program. Researches and develops an annual communication plan for the Commanding Generals use with slides, papers, notes and other media tools. Provides input to the Association of the United States Army (AUSA) Green Book program and other publications by providing information through a specialized medium to address STRICOM equipment and programs. Manages the Hometown News Program to inform the public of personal accomplishments of STRICOM military and civilian personnel.

10%

4. Coordinates and reviews summary items (Daily Information Summaries and Weekly Summaries) on program issues, approves or makes recommendations through Chief of Staff, before forwarding to senior Army leaders.

10%

Performs other duties as assigned.

**FACTOR 1 - KNOWLEDGE REQUIRED - LEVEL 1-7 - 1250 Points**

Knowledge of oral and written communication principles, practices, techniques and methods; analytical methods; and interpersonal relations practices.

Knowledge applicable to and skill in assessing public reaction and identifying extent of understanding achieved to evaluate effectiveness of information programs.

Knowledge and skill to explain significant issues to generally responsive groups or individuals interested in STRICOM's programs.

Skill in the modification of standard methods and adaptation of approaches in developing new information materials aimed at enhancing the understanding of groups or individuals of the significant issues of STRICOM.

Skill in the development and execution of a communication plan targeted to educate Army leaders and congressional members and staff of program impact aimed at enhancing understanding on the viability of STRICOM programs.

**FACTOR 2 - SUPERVISORY CONTROLS - LEVEL 2-4 - 450 Points**

Incumbent works under the general direction of the Commanding General/Deputy Commander and the Chief of Staff. The immediate supervisor, the Staff Operations Officer, provides very broad and general programmatic guidance. Responsibility is given in terms of objectives and priorities expected of the programs. Incumbent is independently responsible for planning, organizing directing, and designing the activities of the Command's congressional liaison and public affairs program. This includes determining where program emphasis is required or needed, planning strategies, resources, and overall objectives; informing supervisor of progress as appropriate, e.g., communications plan, congressional strategy, and newsletter. Routinely responds to higher HQ and media directly, without consulting supervisor or agency leadership. Results achieved are considered technically authoritative and are normally accepted without significant change.

**FACTOR 3 - GUIDELINES - LEVEL 3-4 - 450 Points**

Guidelines are agency policy statements or broad precedents and are applicable in establishing a general program direction or setting a tone but not totally sufficient for dealing specifically with the more complex, intricate or unusual situations, issues or problems encountered on a recurring basis. This position is required to deviate from standard approaches in developing new ways to communicate U.S. Army STRICOM's message on controversial and sensitive issues where public reaction has been negative or indifferent and understanding by agency publics of information programs is essential to success of the U.S. Army mission.

**FACTOR 4 - COMPLEXITY - LEVEL 4-5 - 325 Points**

This position develops new methods, strategies and communication plans covering the complete spectrum of STRICOM's programs: presenting information on a wide variety of subjects using the full array of written and oral presentation formats and techniques; establishing and maintaining effective working relationships in achieving understanding with groups indifferent to or having opposing points of view to programs and policies; and developing, from an analysis of varied and conflicting reaction from STRICOM's publics, recommendations on the formulation and articulation of U.S. Army STRICOM policy in communicating programs more effectively. Decisions regarding what needs to be done include evaluating the appropriateness of existing strategies and plans in the light of changes in program emphasis or content, including statutory or technological changes, and shifts in public reaction to or understanding of the programs. The work requires developing new ways of gathering input from a variety of individuals and groups with conflicting views and interests, and developing and initiating varied approaches and strategies in communicating U.S. Army and STRICOM objectives to groups opposed or indifferent to STRICOM programs.

**FACTOR 5 - SCOPE AND EFFECT - LEVEL 5-4 - 225 Points**

The purpose of the work is the development of complete communication plans for STRICOM and provision to program officials of advisory, planning, and technical services in designing approaches resolving public affairs problems in various program areas.

The work contributes to the achievement of program objectives by clarifying the issues and alternatives facing STRICOM managers in achieving a meaningful communication between U.S. Army STRICOM and the various publics affected by its programs or policies.

**FACTOR 6 - PERSONAL CONTACTS - LEVEL 6-3 - 60 Points**

Advises program managers or management officials. Consulting relationships constitute moderately unstructured situations when the issues are sensitive or controversial, the meetings are not routine, and the parties hold opposing point-of-view on a given course of action. Serves as an in-house consultant with the same difficulty in encouraging agency managers to adopt recommendations as would be found in relationships with persons outside the agency. Contacts are with specialized groups or individuals from outside DA to include representatives of the news media, nationally known congressional representatives and the State of Florida government officials, and professional or trade organizations affected by STRICOM programs. Contacts are routinely established, and each contact is conducted for different reasons and under different circumstances.

**FACTOR 7 - PURPOSE OF CONTACTS - LEVEL 7-3 - 120 Points**

The purpose of this position is to analyze, develop and present alternative approaches in developing communication strategies for misunderstood U.S Army STRICOM policies or programs, or to present clarifications of STRICOM activities or policies with the purpose to influence, motivate or control specialized groups, the general population, industrial organizations, representatives of the news media, or individuals. The people contacted may be skeptical or uncooperative requiring incumbent to establish rapport and use persuasion.

**FACTOR 8 - PHYSICAL DEMANDS - LEVEL 8-1 - 5 Points**

Work is usually performed sitting at a desk, in news conferences, briefings, meetings, etc.; or riding in an automobile or public transportation. There may be occasional brief visits to industrial or construction sites, military equipment test sites, etc; however, no special physical demands are involved in performing the work.

**FACTOR 9 - WORK ENVIRONMENT - LEVEL 9-1 - 5 Points**

Position involves everyday risks or discomforts requiring normal safety precautions typical of office settings or commercial vehicles such as planes, trains, buses or automobiles. The work area is adequately lighted, heated and ventilated.

NON-CRITICAL ACQUISITION POSITION AMENDMENT TO PD# NL 12100

"The employee must meet DoD 5000.52-M requirements applicable to the duties of the position."