

Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed. Send the original to the Office of Personnel Services.

CHECK ONE: NEW POSITION EXISTING POSITION

Agency
Number

Part 1 - Items 1 through 12 to be completed by department head or personnel office.

1. Agency Name Kansas Department for Children & Families		9. Position No. K0237239	10. Budget Program Number Unknown	
2. Employee Name (leave blank if position vacant)			11. Present Class Title (if existing position) Deputy Director of Communications	
3. Division Public and Government Affairs			12. Proposed Class Title	
4. Section Communications	For	13. Allocation		
5. Unit		Use	14. Effective Date	
6. Location (address where employee works) 555 S. Kansas Ave. City: Topeka County: Shawnee	By		15. By	Approved
7. (circle appropriate time) Full time X Perm. X Inter. Part time Temp.		Personnel	16. Audit Date: By: Date: By:	
8. Regular hours of work: (circle appropriate time) FROM: 8:00 AM/PM To: 5:00 AM/PM	Office		17. Audit Date: By: Date: By:	

Position
Number

PART II - To be completed by department head, personnel office or supervisor of the position.

18. If this is a request to reallocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position:

N/A

19. Who is the supervisor of this position? (person who assigns work, gives directions, answers questions and is directly in charge)?

Name	Title	Position Number
Jenalea Randall	Interim Director of Public and Government Affairs	K0213280

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
Jenalea Randall	Interim Director of Public and Government Affairs	K0213280

20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.

The employee is free to manage most phases of work necessary within his/her assigned responsibilities to support the agency's programs and services. Supervision is exercised through both formal and informal communications delivered verbally and written, depending on the complexity of the issue. Employee is expected to use independent judgment to determine the best means of completing the tasks and projects.

21. Describe the work of this position using the page or one additional page only. (Use the following format for describing job duties):

What is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

Number Each Task and Indicate Percent of Time and Identity each function as essential or marginal by placing an E or M next to the % of time for each task. Essential functions are the primary job duties for which the position was created and that an employee must be able to perform, with or without reasonable accommodation. A marginal function is a peripheral, incident of minimal part of the position.

No. Each Task and Indicate Percent of Time	E or M	<p>The deputy director of media relations plans, organizes and directs the agency's external public information program and serves as the official spokesperson for the agency.</p> <p>The successful candidate will have the ability to develop and maintain positive and productive working relationships with staff, media, other government agencies and officials, and the public; the ability to understand, analyze and discuss complex issues with individuals at all levels of the community, media and government; and the ability to communicate effectively both verbally and in writing with clarity and accuracy.</p>
1. 35%		<p>Plans, organizes and directs the agency's external information program, including proactive communications outreach to support the programs and services of the agency and creating and directing crisis communication strategy. Coordinates with the Secretary, executive staff, and regional and program leadership to develop strategic messaging and communications tools. Provides guidance to program staff on public information objectives and procedures. Develops story ideas then pitches them to garner media coverage of the agency. Serves as the agency's primary point of contact for media inquiries and responds as directed by leadership. Coordinates media contacts with the appropriate staff on inquiries involving program and service information. Acts as agency's liaison for news media and general public, ensuring information meets the needs of a diverse audience. Additionally, monitors, gathers and disseminates critical news items affecting the agency to the appropriate management-level staff.</p>
2. 25%		<p>Assists in the preparation of executive team members and regional staff members media interviews, presentations, speeches, and other communications. Writes and disseminates agency news releases. Coordinates communications interns.</p>
3. 25%		<p>Works with the communications, constituent services and government relation teams to create strategic communication assets and materials that prepare and respond to audiences needs and requests.</p>
4. 10%		<p>Responds to and gathers information for media-related Kansas Open Records Act requests.</p>
5. 5%		<p>Other duties as assigned.</p>

22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position:

- (X) Lead worker assigns, trains, schedules, oversees, or reviews work of others.
- () Plans, staffs, evaluates, and directs work of employees of a work unit.
- () Delegates authority to carry out work of a unit to subordinate supervisors or managers.

b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.

Name

Title

Position Number

Strategic Communications Specialist
Communications Specialist
Student Interns

K0234458
K0244657

23. Which statement best describes the results of error in action or decision of this employee?

- Minimal property damage, minor injury, minor disruption of the flow of work.
 Moderate loss of time, injury, damage or adverse impact on healthy and welfare of others.
 Major program failure, major property loss, or serious injury or incapacitation.
 Loss of life, disruption of operations of a major agency.

Please give examples.

The Kansas Department for Children and Families mission to protect children, strengthen families and promote adult self-sufficiency. DCF's more than 35 service centers across the state offers a wide range of support services including food, utility, and child care assistance, child support services, and employment education and training. DCF partners with grantees to provide foster care services to children including case planning, placement, life skills, and foster parent recruitment and training. The agency works in partnership with organizations, communities and other agencies to support families, children and vulnerable adults connecting them with resources, supports and networks in their home communities. Dissemination of accurate information is vital not only to the agency, but to the public and the state's children, families, community partners and stakeholders. Failure to provide accurate information could result in significant issues for the communities the agency serves.

24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

Contacts are made daily with the agency staff, media, state agencies, the public and industry.

25. What hazards, risks or discomforts exist on the job or in the work environment?

Those normally associated with office work.

26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used:

Telephone and computer daily. Cameras and audio recorders are used weekly or monthly.

PART III - To be completed by the department head or personnel office

27. List the minimum amounts of education and experience which you believe to be necessary for an employee to begin employment in this position.

An undergraduate degree in strategic communications, public relations, journalism or related field is required, or six years of relevant experience is required. Previous experience in public affairs is preferred.

Education or Training - special or professional

Licenses, certificates and registrations

KS DL

Special knowledge, skills and abilities

The position requires considerable skills in written and verbal communication. Public speaking is important since this is often required. Ability to use Word, Excel, Power Point, InDesign, Photoshop, multimedia platforms, social media platforms, and other software.

Experience - length in years and kind

Candidates with six or more years of work experience in public affairs and working knowledge of child welfare and social services is preferred.

28. SPECIAL QUALIFICATIONS

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

Signature of Employee

Date

Signature of Personnel Official

Date

Approved:

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date