

Public Affairs Subgroup



Position: Public Affairs Subgroup Member

Background

Under the direction of the Public Affairs Sub Group Leader within the Administration/Finance Functional Group in the new Advisory Organization, the following requirements and criteria should be considered in the system wide recruitment of Public Affairs Sub Group members. The intent of these requirements is to identify functional knowledge, skills and abilities of the subgroup member. The requirements and criteria for the position are identified in the following categories:

Knowledge

- Possess a working knowledge of the current National Incident Management System/Incident Command System; the National Response Framework; and the DHS/FEMA National US&R Response System, its organizational structure, operating procedures and terminology.
- Possess a working knowledge of FEMA's US&R Response System, organizational structure, operating procedures, and terminology.
- Knowledge of the principles and practices of public relations and marketing
- Knowledge of oral, written and visual communication techniques.
- Knowledge of the Internet and web-based communication.
- Knowledge of media relations regarding functions and roles of print and broadcast media and how best to work with them to achieve desired results.
- Knowledge of local, state and federal trends.

Skills

- Skill in developing and maintaining effective professional working relationships
- Skill in planning and executing public relations activities including media relations, copy writing, and community relations.
- Skill in writing, designing and preparing publications.
- Skill in developing oral presentations.
- Skill in effective business and promotional communication techniques.

Abilities

- Ability to establish and maintain effective working relationships with members of a group.
- Ability to organize, plan and write creatively and effectively.
- Ability to operate a computer and use standard software applications.
- Ability to perform a variety of assigned tasks that may vary from month to month.
- Ability to adjust routine procedures to accommodate challenges or improve processes.