

BONNEVILLE POWER ADMINISTRATION

DETAIL OPPORTUNITY
INTEREST ANNOUNCEMENT – T-05-003
Public Affairs Specialist GS-12/13
Full-time - NTE 1 year

OPENS: 11/9/04

CLOSES: 11/23/04

POSITION LOCATION: *Transmission Business Line, Communications Group (T), Vancouver, Washington*

WHO MAY APPLY: Bonneville Power Administration employees currently at *GS-12 or GS-13 (and/or equivalent hourly position)* are encouraged to apply.

NOTES: Selection from this announcement is subject to the requirements of applicable personnel regulations, policies, and BPA personnel letter(s). There is no promotion associated with this interest announcement (i.e., employee will retain their current rate of pay)

- When an individual(s) is selected to perform duties equivalent to, or at a lower grade level than, his/her position, then the detail may be made for a period up to one year, in 120-day increments. When appropriate, details may be extended for an additional year, in 120-day increments.
- When an individual (s) is selected to perform duties at a higher-grade level, or to a position with known promotion potential, he/she is prohibited from serving in a higher-graded position for more than 120-days in a 52-week period. (Note: All temporary promotions and details as well as actions that combine temporary promotions and details that exceed the 120-day time limitation must be accomplished competitively using a merit promotion vacancy announcement.)
- The employee will be returned to his/her permanent position of record (i.e., position prior to detail) upon completion of the detail opportunity.

T will cover all salary-related costs and FTE associated with this detail. Incidental travel and training costs that may be incurred during the course of the detail would be covered by T.

GENERAL INFORMATION: The incumbent will report to Acting Communications Manager. The incumbent advises management on ways to communicate decisions, how to factor in politics, and provides advice and assistance on public processes. The incumbent will provide support to TBL Communication in key areas such as public involvement, constituent and customer communications, external and internal communications.

MAJOR DUTIES:

- Designing and implementing communication, political strategy, outreach and public involvement plans specific to the policy issue and specific to the external audience. Works with both internal and external parties to develop effective plans.
- Advising policy managers on themes arising from outreach efforts and progress of external processes.
- Under guidance from the Public Affairs Manager, briefing senior managers as necessary on projects. As necessary, represents the TBL in executive meetings, such as the Public Affairs Council.
- Overseeing the management of TBL external and internal website to ensure information is useful and accurate to TBL audiences.
- Developing and managing communications strategies and implementation plans for TBL initiatives.
- Creating talking points, fact sheets, release plans, media strategies and public meeting plans for TBL initiatives (requires strong writing skills and oral presentation of information).
- Maintaining an efficient communication network throughout TBL and key offices within BPA to ensure rapid review, dissemination and alignment of messages related to policy decision and other highly visible projects.

SPECIAL SKILLS AND ABILITIES: *(optional)*

- Skill understanding and communicating project or program issues to both internal and external stakeholders.
- Skill developing presentations, writing reports and editing communication materials.

- Skill in developing simplified systems and processes to ensure effective communication about business line objective and activities.
- Skill in evaluating the efficiency and effectiveness of programs and processes to ensure that business objective are met.
- Ability to provide advice and counsel to project managers and team leads on communication and outreach strategies for infrastructure projects to ensure timely project commencement and completion.
- Ability to represent TBL and facilitate communication and political strategy discussions on multi-agency communication teams.
- Ability to provide day-to-day interface with organizations throughout BPA to ensure smooth and consistent messages and information flow.
- Ability to understand laws, regulations, policies, work processes, and administrative operations associated with the BPA mission activities being performed by the organization.

HOW TO APPLY: Complete a brief memorandum of interest giving a description of your relevant experience and reasons for applying for this detail. Submit your memorandum, along with the completed supervisory acknowledgment statement below by close of business on (*closing date*) to: *Debi McGinness, TB-WHSE-East*

SUPERVISOR'S ACKNOWLEDGEMENT

INTEREST ANNOUNCEMENT (T-05-003)

I acknowledge that _____ has requested consideration for this position. I understand this assignment is a detail (*not to exceed or duration, part-time or full-time*).

I am willing to consider approving the detail and understand the (*salary and FTE*) for the duration of the detail will be funded by *T*.

Supervisor's Signature _____ Date: _____

Supervisor's Title: _____ Routing: _____