



## Position Description

<b>PCN</b>	<b>08-X034</b>
<b>POSITION TITLE</b>	<b>PUBLIC ENGAGEMENT OFFICER</b>
<b>LOCATION</b>	<b>ANCHORAGE</b>
<b>RANGE</b>	<b>19/21/23</b>
<b>REPORTS TO</b>	<b>DIRECTOR, PLANNING AND PROGRAMS (08-0230)</b>
<b>FLSA EXEMPT</b>	<b>YES</b>
<b>REVIEWED BY</b>	<b>LINDA SENN MAY 2019</b>
<b>APPROVED BY</b>	<b>CURTIS THAYER MAY 2019</b>
<b>EFFECTIVE DATE</b>	<b>JUNE 1, 2019</b>

### POSITION PURPOSE:

This position is responsible for managing communications, community and public outreach, and organizational partnerships.

### ESSENTIAL FUNCTIONS:

- Works with the Executive Director and executive team to develop and implement AEA's communication strategy. Works with and/or consults with the External Affairs Officer on legislative and media matters.
- Assists agency spokesperson with responses to media inquiries and press releases related to AEA projects and programs.
- Establishes and maintains cooperative relationships with State and Federal government offices, tribal organizations, business organizations, and other public, private and non-profit groups.
- Plans, prepares, directs, and edits informational materials including activity reports and legislative reports that explain, promote, and maintain favorable public, media, and legislative perceptions of programs and projects.
- Reviews and approves materials for accuracy and consistency, including staff presentations and documents for external distribution.
- Prepares presentation materials for Board Members and Management, as needed.
- Oversees outreach-related functions, including managing AEA's brand across all mediums; AEA website content, look and feel; event participation and sponsorship; community engagement; the cultivation and management of organizational partnerships; and interagency coordination.
- Assures AEA websites contain up-to-date, accurate information on the Authority's programs, projects, publications, press releases and notices.

- Arranges public appearances, speeches and presentations by AEA management and staff. Prepares, reviews, and edits speeches, articles and opinion pieces that enhance understanding of AEA mission, programs and projects.
- Coordinates participation in special events, forums, workshops and conferences. Reviews and edits staff presentations for consistency in agency messaging.
- Represents AEA at events and with presentations to diverse audiences.
- Assists with organization, facilitation, and relationship management of program and technology working groups led by AEA, including the Energy Efficiency Partnership, the Renewable Energy Advisory Committee (REFAC), and the Emerging Energy Technology Fund Advisory Committee (EETFAC).
- Establishes and maintains, in coordination with Directors and staff, a customer service system for tracking requests for assistance and the agency's action taken.
- Develops and trains an internal team of employees to assist in communications and outreach efforts.
- Oversees AEA's participation in Science Technology Engineering and Math (STEM) related outreach activist and initiatives.
- Assists the legislative liaison with responses to inquiries from state legislators and their staff, the Governor's office, Congressional delegation, and other government offices.
- Manages special projects as needed.
- Other duties as assigned.

#### PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS:

While performing the duties of this job, the employee is frequently required to sit and stand; use hands or fingers; handle or feel; talk and hear. The employee is occasionally required to reach with hands and arms and lift up to 25 pounds. This position frequently requires reading and communication through speech and writing. Specific vision abilities required by this job include close vision and the ability to adjust focus.

#### TECHNOLOGY, EQUIPMENT, SYSTEMS, AND TOOLS:

Requires advanced skills in word processing, database software, presentation software, and spreadsheets. Requires basic skills with email and general office equipment.

#### CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES:

- Exercises independent discretionary judgment regarding matters of significance relating to the position's areas of responsibility.
- Ability to respond appropriately, in AEA's best interests, to a wide spectrum of media inquiries, often involving complex and sensitive issues.
- Ability to effectively, promptly and appropriately deal with a wide spectrum of inquiries and requests from Legislators and their staff, the Governor's Office and other local, State and Federal government officials.

- Knowledge of all AEA programs, projects, activities and announcements.
- Ability to take complex, technical, and lengthy data originating from engineers, accountants and lawyers, and transform these materials into shorter, simpler, more understandable information pieces.
- Ability to interact with various individuals and organizations and develop professional and positive working relationships.
- Skills in writing speeches, talking points and PowerPoint presentations.
- Knowledge of state and federal legislative process, and other governmental and non-governmental organizations.
- Ability to think and respond strategically.
- Ability to anticipate situations requiring communication outreach, analyze the issues, develop the strategy and direct the response.
- Ability to direct a team of individuals in the execution of a specific goal.

#### DESIRED QUALIFICATIONS:

Bachelor's degree in Communications, Journalism, or a related field along with five years of experience in business, industry, or government external affairs. Preference for experience in strategic planning and customer-oriented critical problem solving. Demonstrated verbal and written communication skills. Broad knowledge of Alaska's people, economy, resources, and government. Related experience may be substituted for education requirements.