

**D.C. OFFICE OF THE ATTORNEY GENERAL
GOVERNMENT OF THE DISTRICT OF COLUMBIA**



POSITION VACANCY ANNOUNCEMENT

| | |
|---|--|
| ANNOUNCEMENT NO: 36-2015 | POSITION TITLE: Public Affairs Specialist |
| POSITION GRADE & SERIES: CS-1035-12 | SALARY RANGE: \$71,716 - \$80,620 Per Annum *Please note this is only budgeted up to the CS-12/05 \$80,620 Annual |
| TOUR OF DUTY: 8:30 am – 4:30 pm Monday - Friday | OPENING DATE: August 3, 2015 CLOSING DATE: August 17, 2015 |
| AREA OF CONSIDERATION: Open to the general public | PROMOTION POTENTIAL: None |
| WORKSITE LOCATION: Office of the Attorney General for the District of Columbia Immediate Office 441- 4 th Street, N.W. Washington, D.C. 20001 | NO. OF VACANCIES: One (1) |
| DURATION OF APPOINTMENT: Career Service Appointment Permanent | |

COLLECTIVE BARGAINING UNIT: This position is in the collective bargaining unit represented by AFSCME Local 2401 and you may be required to pay an agency service fee through direct payroll deduction.

BRIEF DESCRIPTION OF DUTIES: This position is located in the Office of the Attorney General, Immediate Office and reports to the Communications Director. The purpose of the position is to work under the direction of the Communications Director and in collaboration with the Director of Community Outreach to manage the production, posting and maintenance of online content for the OAG Internet and Intranet pages and to develop and implement OAG's social-media strategy and maintain OAG's social-media platforms. This position requires the application of technical knowledge of Internet and social-media systems, services, and technologies as well as professional knowledge of communications, media relations and the District government as a whole. The incumbent: defines and executes a specific digital-content strategy for OAG which relates to both external and internal audiences and which encompasses both traditional Web media and multiple social media platforms; cultivates new digital communities and constituencies for OAG and manages those communities and platforms; coordinates with the Director of Communications on a daily basis to manage and maintain all OAG digital content across both internal and external Web-based platforms as well as social-media vehicles designed for both traditional Web use and use on tablet or handheld devices; tracks metrics on reach and influence across all Web and social-media platforms; maintains relevant social-media conversations and interactions; creates and maintains a user-friendly online OAG presence for District residents, visitors and customers, including developing and disseminating OAG's brand; develops an internal submission process for divisions and sections to suggest new digital content for OAG's Web and social-media presences; posts daily to all social-media outlets; coordinates OAG's community outreach services and activities with online platforms; partners with other states, municipalities, governmental agencies, departments and community organizations to ensure proper online messages and relevancy; ensures consistency of messages across multiple networks; prepares reports to update internal staff on metrics across platforms; stays abreast of new developments in Web and mobile applications, Internet and Intranet and related technologies, to the extent that these developments may benefit the District government and OAG; works with the Office of the Chief Technology Officer development team to maintain agency Internet and Intranet websites on the DC Portal (<http://dc.gov>), using District government content

management system, Dynamic Site Framework (DSF), HTML, and Active Server Protocol (ASP); provides and maintains content management on the OAG Intranet Site and posts Web releases and tables for OAG Divisions; and assists the Director of Communications with media requests and other duties.

QUALIFICATIONS: Candidates must have graduated from an accredited four year College or University with Bachelor's Degree in Communications, Journalism or a related field plus one to three (1 - 3) years of relevant work experience; or an equivalent combination of education and experience.

Substitution of Education: A substitution of education for required experience will be allowed as defined in OPM's Qualification Standards. However, in order to receive credit, applicants must submit official proof of educational attainment at the time of application. Time-in-Grade Restrictions: Time in grade restrictions must be met by the closing date of this vacancy announcement.

SUBMISSION OF RANKING FACTORS: The following ranking factors will be used in the evaluation process. All applicants MUST respond to the ranking factors. Please respond specifically to the ranking factor(s) by either typing directly into the free form area provided or by pasting from a text document. Please describe specific incidents of sustained achievement from your experience that show evidence of the level at which you are applying. You may refer to any experience, education, training, awards, outside activities, etc. that includes the degree to which you possess the job related knowledge, skills and abilities described in the ranking factors. The information given in response to the ranking factors should be complete and accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS WILL ELIMINATE YOU FROM CONSIDERATION.**

RANKING FACTOR #1: Knowledge of media practices, the news cycle, and the ways in which posting or reposting about developments of interest to larger audiences can enable OAG to build good will and media momentum on those events without necessarily having to invest political capital, or take a clear position.

RANKING FACTOR #2: Knowledge of Federal and District of Columbia regulations and requirements and OAG's organization and Administrative structure.

RANKING FACTOR #3: Knowledge of and skill in applying Internet technologies and protocols.

RANKING FACTOR #4: Knowledge of and skill in creating and maintaining social media content across multiple platforms.

RANKING FACTOR #5: Ability to speak and write clearly and effectively and to deal with others in a diplomatic but persuasive manner.

PRIORITY CONSIDERATION: Displaced Employee Priority Placement: Eligible's for the District of Columbia's Displaced Employee Program (DEP) and Agency Reemployment Priority Placement Program (ARPP) will be given priority consideration for this position if found qualified.

EMPLOYMENT BENEFITS: Selectee will be eligible for health and life insurance, annual (vacation) and sick leave and will be covered under the District of Columbia government's retirement plan. However, if selectee was previously employed in the District of Columbia's government under an appointment for which he/she was eligible for Civil Service Retirement (CSR), contributions to CSR will resume upon re-employment.

RESIDENCY PREFERENCE AMENDMENT ACT OF 1998: A person applying for a position in the Career Service, Education Service, Management Supervisory Service, an attorney position in the Legal Service (series 905) other than in the Senior Executive Attorney Service (SEAS), or an attorney in the Excepted Service (series 905) who is a bona fide District resident AT THE TIME OF APPLICATION for the position, may be awarded a 10-point residency preference over a non-District applications, unless the person declines the preference points. If selected, the person shall be required to present no less than 8 proofs of bona fide District residency and maintain such residency for 7 consecutive years from the effective date of the appointment. Failure to maintain bona fide District residency for the 7-year period will result in forfeiture of employment.

VETERANS PREFERENCE: Applicants claiming veteran's preference must submit official proof of the time of application.

DRUG-FREE WORKPLACE: Pursuant to the requirements of the Drug-Free Workplace Act of 1998, the individual selected to fill this position will, as a condition of employment, be required to notify his/her immediate supervisor, in writing, not later than five (5) days after conviction of or a plea of guilty to a violation of any criminal drug statute occurring in the workplace.

OTHER INFORMATION: A background investigation will be conducted.

HOW TO APPLY: Candidates may apply in person, or send a completed **DC 2000**, Employment application for the District of Columbia Government, to the office of the Attorney General for the District of Columbia, Human Resources section, Suite 1100S, located at Judiciary Square Bldg, 441 4th Street, N.W., Washington, D.C. 20001. Candidates may send applications via e-mail to: OAG.Recruitment@DC.GOV.

Resumes are not considered job applications; therefore, a DC-2000 must be submitted to receive consideration. Resumes will be accepted **in addition to**, the DC- 2000. Inquiries related to employment and job applications should be directed to Shawn Winslow, Management Liaison Specialist (202) 724-7318. **To download Employment Application Form, DC-2000, visit our website at: www.oag.dc.gov.**

INFORMATION TO CANDIDATE: Application received outside the area of consideration and/or after the closing date will not be given consideration. For the purpose of employment, **resumes are not considered job applications**. Therefore to be considered all applicants must submit a **completed DC-2000 EMPLOYMENT APPLICATION**.

EEO STATEMENTS: The District of Columbia Government is an Equal Opportunity Employer.

EQUAL OPPORTUNITY EMPLOYER: All qualified candidates will receive consideration without regard to race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, physical handicap, or political affiliation. Notice of Non-Discrimination: In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code, Section 2-1401.01 et. seq., (Act) the District of Columbia does not discriminate on the basis of actual or perceived race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination which is also prohibited by the Act. In addition, harassment based on any of the above protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

**OFFICIAL JOB OFFERS ARE TO BE MADE ONLY BY THE HUMAN RESOURCES SECTION OF THE OFFICE OF THE
ATTORNEY GENERAL**

