

CLASSIFICATION ACTION REQUEST/POSITION DESCRIPTION FORM

Request to: Contact Name
 Contact Phone Contact Email

Position Number Position Title
 Job Code Salary Schedule Grade At Will Status
 Direct SPV Code SPV Link
 Process Level Department User Level/CK Locator
 Location Code Requested Effective Date

Expense Account
 Activity Law Enfcmt. Status

AGENCY SPECIFIC INFORMATION

Drug Testing Retirement Code Female Inmate Contact Space Availability

If NO, attach a memo stating your space requirements.

	FUND	DEPT	ACTV	APPR	RPTG	FTE	ARMS (Y/N)
From							
To							

- I DO I DO NOT recommend this classification action.
 I DO I DO NOT certify that funds are available to finance increased costs for this and the subsequent fiscal year without additional legislative appropriation and that A.R.S. § 35-174, commonly known as the "Vacancy Savings" law, will not be violated.

FOR CLASS/COMP USE ONLY

Reason Code Position Number
 Title Job Code Salary Schedule
 Grade Exempt from Overtime FLSA Pay Plan
 Salary Range \$ to At Will Status
 Law Enfcmt. Status Ordinary Retirement Code
 Physical Required
 Analyst Signature
 Comments

POSITION DESCRIPTION

Responsibility For The Work Of Others

Select One

Job Summary

The Community Relations Liaison serves as primary liaison between the Executive Director for the Arizona Developmental Disabilities Planning Council (ADDPC) and the organization's diverse communities, including the 23-member Council, individuals with disabilities, family members, professional stakeholders, the media, and State agency representatives. The role of the Community Relations Liaison is to grow community involvement in and build awareness of the organization's goals and activities. This position provides leadership and direction in areas of internal and external communications, marketing, public relations, media relations, and community events, as well as consultation and support on communication strategies for organization-related initiatives. The Community Relations Liaison consults with the Executive Director regarding the goals and objectives of the Council and preferred communication methods and accessible formats for these tasks, and receives guidance on organizational operations, workflow, and general procedures. This position supervises a program project specialist and directs this individual in the completion of tasks.

Major Responsibilities/Essential Functions

Function	% Time Spent
Develops and implements Council's community relations and marketing efforts as approved by Executive Director. Serves as the Council's public information officer and media relations point of contact. Writes and coordinates media alerts and press releases.	20
Serves as editor and graphic designer for Council communications, including publications, reports, and other public information and awareness material disseminated externally. Coordinates and develops public information and other materials and publications, including the Council's website and Internet content, videos, digital newsletters, print media, and social media.	20
Leads ongoing assessment of the Council's communication needs and resources. Defines target audiences and recommends goals, objectives, and strategies for meeting external communication outcomes. Plans and designs coordinated marketing strategies and connects these strategies to needs, assets, and desired outcomes. Measures, evaluates, and modifies processes to reach desired outcomes, including media analytics.	15
Develops, monitors, and recommends communications strategies and activities to enhance public awareness of organization and ensures clear, consistent messaging with a wide range of constituents, including local, State, and Federal officials, and advocacy groups.	10
Plans and executes forums to educate I/DD community and concerned stakeholders on advocacy, self-advocacy, and self-determination skills. Coordinates statewide efforts to link advocacy and self-advocacy groups. Acts as primary liaison to Arizona statewide self-advocacy network.	10
Assists Executive Director and staff in preparing for presentations, public briefings, and speaking engagements. Effectively represents the Executive Director on external policy task forces, workgroups, and committees.	5
Develops, recommends, and implements strategies for obtaining public input in coordination with other agency public participation activities, and effectively communicates the Council's goals and objectives. Organizes dedicated events and functions in coordination with Council members.	5
Assists the Executive Director with issues and projects that have organization-wide or statewide impact and/or are sensitive or controversial. Promptly informs Executive Director of emerging issues that affect Council short or long-term planning initiatives in the community relations or communications arenas or require immediate review and attention.	5
Oversees Council social media platforms, recommends social media strategies to the Executive Director, and ensures appropriate record-keeping. Monitors social media postings and provides training to staff as needed regarding Council social media activities.	5
Other duties as assigned as related to the position (typically 5% - 10%)	5
Total	100

Add More Functions

Remove

NOTE: Essential functions of all State positions include: regular and predictable attendance, adherence to State of Arizona and other applicable Standards of Conduct, and any agency-specific policies, procedures, and/or practices.

Decision Making Authority

Select One

Knowledge, Skills, and Abilities (KSAs)

Knowledge	Skill	Ability
<p>Principles and practices of community relations and public participation; media production, communication, and dissemination techniques and methods; principles and methods of showing and promoting services, including marketing strategy and tactics; principles and processes for providing services, such as needs assessment, meeting quality standards, and evaluation of constituent satisfaction; business and management principles involved in strategic planning, resource allocation, leadership techniques, and coordination of people and resources; structure and content of English language, including rules of composition and grammar; and Developmental Disabilities Assistance and Bill of Rights Act of 2000.</p>	<p>Developing plans and managing projects; preparing a variety of community and public relations materials; developing and maintaining relationships with community, government agencies, media, business, and industry; navigating sensitive or complex issues; analyzing and interpreting data and making appropriate recommendations based on findings; internal and external communications, public and media relations, and presentations; writing, editing, and proofreading with experience in traditional and new media; graphic design and social media, including design software, such as Adobe Creative Suite and Canva; using online tools, such as YouTube, Facebook, Instagram, Eventbrite, Twitter, and Google Suite for Business; video editing and photography; and website management and email marketing platforms.</p>	<p>Communicate effectively through oral and written media; act independently to solve problems and make necessary decisions; successfully integrate factors of community needs with organizational goals; create content for required projects; distill information into concise communication materials, tailor language and detail to audience; use multiple communication mediums to distribute information; work successfully with diverse external constituencies, including government and legislative officials, advocacy and client groups, and others; and manage multiple priorities and deadlines.</p>

Licenses / Certifications

Travel will be required for State business. Employees who drive on state business must complete any required driver training (see Arizona Administrative Code R2-10-207.12.) AND have an acceptable driving record in accordance with DES Fleet Management-Safety Program policy and procedures (DES 1-07-26 & DES 1-07-26-01). Employees may be required to use their own transportation as well as maintaining valid motor vehicle insurance and current Arizona vehicle registration; however, mileage will be reimbursed.

NOTE: If position is required to drive on state business, the position will require the possession of and ability to retain a current, valid state-issued driver's license appropriate to the assignment. Employees who drive on state business are subject to driver's license record checks, must maintain acceptable driving records and must complete any driver training (see Arizona Administrative Code R2-10-207.11).

Selective Preferences

Bachelor's Degree in Communications, English, Journalism, Public Relations/Affairs, Business Administration, Marketing or a related field and five years of experience in public involvement or community involvement; at least one year of lead or supervisory experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties.

Additional Job Demands (essential job functions)

This position functions in a standard office environment

Additional Physical Demands	+	-
Additional Mental Demands	+	-
Additional Environmental Demands	+	-

Signatures

Employee Signature

TO THE EMPLOYEE: Employee signature constitutes employee's understanding of the requirements, essential functions, and duties of the job. Refusal to sign does not release an employee from performing the responsibilities outlined herein.

Employee Name (Print)

Supervisor Signature

TO THE SUPERVISOR: By signing you attest that you have followed your agency's approval protocol.

Authorized Agency Representative

USE ONLY IF APPLICABLE TO YOUR AGENCY OR DIVISION

Please attach an organization chart clearly identifying each position's official classification title, position number, job code, and pay grade. Include at least two levels of supervision above this position, this position's co-workers, and if applicable, subordinates. If requesting a reallocation, please include a CURRENT and PROPOSED organization chart.

**ONCE COMPLETE, CHOOSE "SAVE AS" AND USE THE FOLLOWING NAMING CONVENTION
AGENCY_POSITION NUMBER_JOB CODE
EXAMPLE: SAD_123456789_AUN01152**