Director of Communications, SL·1035

Position Number: 12153

Introductory Statement: The Director of Communications has overall responsibility for the Office of Communications, the Public Affairs Office. . The Director serves as the primary communications advisor to the Librarian of Congress, the Chief of Staff and top Library Officials on various programs and activities. The Director is the chief spokesperson for the Library of Congress to the national, international and local media. '

MAJOR DUTIES

MANAGEMENT RESPONSIBILITIES - 25%

Has overall responsibility, as well as delegated authority, for the oversight and administration of an entire department or a highly complex program within the department or agency. Primarily responsible for the direction and management of large-scale operations to efficiently achieve specified goals and objectives. Evaluates current and proposed programs and operations and recommends action to initiate, modify, or discontinue projects as appropriate. Receives administrative direction in terms of the broadly defined missions and functions of the agency. Interviews and recommends candidates for vacancies, evaluates staff, handles grievances and disciplinary actions, recommends promotions and special commendations, and implements or recommends training programs as appropriate. Promotes the spirit and practice of diversity and/or Equal Employment Opportunity programs, ensuring that the commitment to equal opportunity without regard to race, color, religion, sex, and national origin is carried forward in all aspects of personnel management. Enforces Library's policies on the use of the Library's name, logos and seal. Undertakes a variety of other public liaison duties and assignments.

PROGRAM PLANNING AND OVERSIGHT - 25%

Serves as the principal public affairs and information officer overseeing extensive and highly complex internal and external communications programs and strategies of the Library of Congress. Has overall responsibility, as well as full delegated authority, for the highly complex operations and functions of the Office of Public Affairs. Serves under the general supervision of the Chief of, Staff, and works with the Librarian of Congress and other top officials in performing the duties of press secretary and in the planning and execution of major communications efforts being pursued by the Library. Works within sparsely defined parameters of complex and highly sensitive work assignments. Serves as the chief communications advisor on all activities directed by the Library to external audiences. Serves as the chief spokesperson for the Librarian of Congress, , the Chief of Staff and all department heads to the national, international, and local media. Is responsible for making full and effective use of the mass

media in carrying out the Library's program of public information. Has overall responsibility for the review and approval of all print and electronic publications concerning Library operations, activities and policies. Oversees the development, coordination and dissemination of audio-visual, print, electronic and web-based materials in support of the Library's public information programs. Directs and coordinates all aspects of communications from all Library service units and reviews communications between the service units and the press. Deals directly with top editors of major national and international media (TV, radio, Internet and print) on sensitive matters relating to the Library of Congress, and determines appropriate interviews with the Librarian and the others, providing authoritative information.

Advisory Services - 15%

Serves as the primary advisor to the Librarian of Congress and top Library officials on various programs and activities. Counsels the Librarian and other top Library officials on internal and external communications programs and strategies. Advises on the appropriate methods and techniques to use in order to achieve the Library's program goals and objectives.

Liaison and Public Contact 20%

Establishes and maintains effective working relationships with various high-level individuals, including Members of Congress and their staff, other legislative and executive agencies, executives of major corporations, and certain members of the public. Establishes and maintains close and cooperative working relationships with other agency or department management and officials. Communicates with the management team on the status of different work activities and efforts. Reports regularly on the effectiveness of specific programs. Actively participates in groups and committees as the representative of the agency in dealing with matters which extend well beyond the assigned program responsibility.

Policy Development 15%

Formulates and administers policies affecting the mission of the agency. Develops, evaluates and implements communications policy for Library-wide programs. Explores and develops long-range communications plans, as well as short-term communications strategies.

OTHER SIGNIFICANT FACTS:

Performs other duties as assigned.

Program Scope and Effect

Directs a program for which the scope of the program directed are one or more of the following:

, nationwide, agency-wide, industry-wide, Government-wide; directly involves the national interest or the agency's national mission; is subject to continual or intense Congressional and media scrutiny or controversy or have pervasive impact on the general public; or directs critical program segments, major scientific projects, or key high level organizations with comparable scope and impact. The impact of the program or organization directed is one or more of the following: nationwide, agency-wide, industry-wide, Government-wide; directly involve the national interest or the agency's national mission; are subject to continual or intense congressional and media scrutiny or controversy; or have a pervasive impact on the general public.

Organizational Setting

The position is accountable to a position that is at the senior level (SL) level., or equivalent or higher level; or to a position which directs a substantial GS-15 or equivalent level workload; or to a position which directs work through GS-15 or equivalent subordinate supervisors, officers, contractors, or others .

Supervisory/Managerial Authority Exercised

Exercises delegated authority to oversee the overall planning, direction, and timely execution of a program, several program segments (each of which is managed through separate subordinate organizational units), or comparable staff functions, including development, assignment, and higher level clearance of goals and objectives for supervisors or managers of subordinate organizational units or lower organizational levels. Approves multi-year and longer range work plans developed by the supervisors or managers of subordinate organizational units and subsequently manages the overall work to enhance achievement of the goals and objectives. Oversees the revision of long range plans, goals, and objectives for the work directed. Manages the development of policy changes in response to changes in levels of appropriations or other legislative changes. Manages organizational changes to the organization directed, or major changes to the structure and content of the program or program segments directed. Exercises discretionary authority to approve the allocation and distribution of funds in the organization's budget. Exercises final authority for the full range of personnel actions and organizational design proposals recommended by subordinate supervisors, although it is possible formal clearance may be required for a few actions, such as removals and incentive awards above set dollar levels.

Nature of Contacts

Contacts may take place in meetings, conferences, briefings, speeches, presentations, or oversight hearings and may require extemporaneous response to unexpected or hostile questioning. Preparation for these meetings typically includes using briefing packages or similar presentation materials that requires extensive analytical input by the employee and subordinates, and/or involves the assistance of a support staff. Frequent contacts are comparable to any of the following: -Influential individuals or organized groups from outside the employing agency, such as top-and mid-level corporate executives or national officers of employee organizations; -Regional or national officers or comparable representatives of trade associations, public action

groups, or professional organizations of national stature; -Key staff of congressional committees, and principal assistant to senators and representatives; -Elected or appointed representatives of

State and local governments;-Nationally recognized journalists of major metropolitan, regional, or national newspapers. magazines, television, or radio media; -Senior Level (SL). or Executive Level heads of bureaus and higher level organizations in other Federal agencies.

Purpose of Contacts

The purpose is to influence, motivate, or persuade persons or groups to accept opinions or take actions related to advancing the fundamental goals and objectives of the program or media directed. Contacts may involve the commitment or distribution of major resources, competing objectives, resource limitations or reductions, or comparable issues. Persons contacted come from a variety of backgrounds and have different perspectives. The exchange of information will require highly developed communication skills, negotiations, conflict resolution, leadership, and similar skills in order to obtain the desired results.

Difficulty of Typical Work Directed

The highest graded non-supervisory work directed, which requires at least 25% of this position's duty time, is GS-14 or higher level, or equivalent.

Other Conditions

Supervision and oversight involves exceptional coordination and integration of a number of very important and complex program segments or programs of professional, managerial, or administrative work comparable in difficulty to GS-14 or higher level. Supervisor and resources management involves major decisions and actions that have a direct and substantial effect on the organizations and programs managed.