DUTY STATEMENT

**Classification:** Staff Services Analyst/Associate Governmental

Program Analyst

**Scheme/Class Code**: **5157/JY20, 5393/JY35**

**Job Title: Legislation & Communications Analyst**

**Name:**

**Position Number**: 813-049-5157/5393-XXX FLSA

**Status:** WWG 2

**Division:** Legislation & Communications

**Branch:** Central Office

**Section/Unit:** Unit 049

**Primary Assignment:** Analyst for Legislation & Communications

**JOB OBJECTIVES:** Under the direction of the Public Information Officer II, Legislation & Communications, provide analytical support for special projects and back up support to the Legislation & Communications Office.

**Essential Job Functions:** Perform the following duties:

50% Provide analytical support and assistance to the DOR L&C Office.

Tasks include but are not limited to:

* Function Support - Provide analytical support to public record act requests, agency reporting, media inquiries, and publication development. This may include research, analysis of issues, data collection, event planning assistance, and drafting of correspondence and reports.
* Marketing and Outreach Collateral - Develop, draft, edit, and post promotional material including general and program publications, power point presentations, videos, fact sheets and social / web-based media. This may include interviewing DOR employees and consumers, conducting research, analyzing issues, and coordinating data collection.
* Public Relations – Prepares public relations strategies and tools to effectively communicate organizational goals and objectives. Prepares replies to specific issues and requests for information from internal and external stakeholders, including media. Analyze current news events to leverage and develop story angles for media pitches. Develop press releases, media advisories, news stories and op-eds. Evaluates various program public relations efforts for effectiveness and outcome measurement.

Assists with handling news and production media requests, including advance work for event production and execution. Screens initial contact, researches media outlet/production company and topic of focus/interest; making appropriate project management recommendations; assists with participant identification and interview preparation, including drafting talking points. Scans media to gather appropriate clips for internal distribution. Staff events, photograph, videotape and chronicle for social media, internal and external use.

* Correspondence- Develop initial draft of correspondence to include: directorate congratulations, special recognitions, talking points, general communications, support letters, and instructional and informational communications. This may include researching, analyzing, and collection of content.
* Communication Infrastructure- Maintenance of stakeholder and similar contact information, department community event/activity calendar, subscription services, and arrange for teleconferences. Serve as statewide lead for marketing workgroup.
* Public Information Officer Backup- Act as backup to PIO including providing coverage during PIO absences

45% Provide special project support to L&C. Tasks include but are not limited to:

L&C and DOR Projects- provide analytical support to special projects, task forces and workgroups, including conducting analysis, developing work plans, writing and editing newsletter articles and reports, developing and editing correspondence, developing and post content to social media websites, and serving as primary contact point as assigned. Assists with design and content for DOR intranet and public Web site and serves as liaison to content managers in each Division/Unit. Produce, publish, and promote internal digital newsletters. Effectively use various social media platforms and tools to promote DOR messaging.

* Special Projects Areas- Areas may include data collection; legislative and community inquiries, risk analysis, studies, surveys, research, policy, and event planning.

All Times: Uses initiative, problem solving skills, organizational skills, good judgment and resourcefulness. Interacts with consumers and coworkers in a professional manner with integrity and respect.

Some travel may be required.

**MARGINAL JOB FUNCTIONS:**

5% Perform other duties as directed by the Deputy Director, Including but not limited to:

* Assistance in other areas of the department as appropriate.
* Legislative bill analysis, coordination of legislative training and tracking.
* Backup to other Division staff and assist other Divisions.

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(Employee’s Name) Date

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(Supervisor’s Name and Title) Date

Original: Employee's Official Personnel File

Copies: Employee and Supervisor's drop file

Rev: 6/3/2019