

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau, Denver Regional Census Center
<http://www.census.gov/roden/www/2010employ.html>
Recruiting Bulletin

MEDIA SPECIALIST

GG-301-7/9/11/12

ISSUE DATE **September 25, 2008**

Recruiting Bulletin No: 3199-08-81-(E)

CLOSING DATE: October 9, 2008

DUTY LOCATIONS

Denver, Colorado and/or Phoenix, Arizona, and/or Las Vegas, NV

YEARLY SALARY:

| | | | | |
|------------|----------------|----------------|-----------------|-----------------|
| Denver: | GG-7: \$39,376 | GG-9: \$48,164 | GG-11: \$58,274 | GG-12: \$69,845 |
| Phoenix: | GG-7: \$37,330 | GG-9: \$45,661 | GG-11: \$55,245 | GG-12: \$66,215 |
| Las Vegas: | GG-7: \$36,822 | GG-9: \$45,040 | GG-11: \$54,494 | GG-12: \$65,315 |

(Please indicate the location you are applying for and submit a separate application packet for each location and each grade level you are applying for).

WHO MAY APPLY: All U.S.citizens

Desirable qualification: For the Arizona position, Spanish language ability is desirable. Please indicate if you are bi-lingual. This is not a mandatory requirement for this position.

NUMBER OF POSITIONS: Few - located at the Regional Census Center in Lakewood, CO or Phoenix, AZ, or Las Vegas, Nevada.

EXCEPTED SERVICE APPOINTMENT: This is a 13-month Schedule A time-limited appointment with a possible one year extension.

RELOCATION EXPENSES: Payment of relocation expense IS NOT authorized.

EVALUATION CRITERIA: Candidates will be evaluated on the extent and quality of their experience, education, and accomplishments as related to the following elements. **TO BE CONSIDERED, APPLICANTS MUST SUBMIT A SEPARATE, INDIVIDUAL STATEMENT ADDRESSING EACH OF THE FOLLOWING**

- 1. Experience in developing and nurturing productive partnerships with regional and local media outlets.**
- 2. Experience in developing media materials to publicize a program through regional and local media outlets.**
- 3. Experience in arranging and conducting press conferences, press briefings, editorial board meetings, and interviews with the media for the purpose of explaining and publicizing a program.**

DUTIES: The Media Specialist is responsible for the media relations activities within the assigned regional office over the course of the 2010 Census from building media partnerships to assisting in motivating cooperation for enumerator visits during the Non-Response Follow-Up (NRFU) operation. The Media Specialist plays a key role in providing counsel to regional office management on public and media reaction to census policies, programs and activities and to ensure a continuous information flow between the media and the Census Bureau in order to generate positive news coverage. Overall, the Media Specialist will establish partnerships with local affiliates of national media organizations placing a high emphasis on building and solidifying partnerships with news media to promote and support 2010 Census efforts. This includes:

- Implementing regional media strategies in concert with the national media strategy.
- Placing stories that raise public awareness of the importance of the census and generates positive news coverage of the 2010 Census within the assigned regional office area. In doing this, the incumbent establishes and maintains effective working relationships with representatives of local and regional media.
- Coordinating and conducting media interviews and press conferences.
- Producing customized regional and state-specific media products and holding briefings for local and regional media outlets (especially minority media).

QUALIFICATIONS: Applicants are responsible for insuring that the application submitted clearly indicates that they meet the qualifications listed below. To be eligible for this position, you must have the specialized experience indicated below.

GG-0301-07: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 05 level in the Federal service.

Specialized experience is experience explaining non-technical information or providing on-the-job training on regulations, policies, or procedures to others or at briefings, meetings, conferences, or hearings **OR** experience in providing instructions or coaching others in athletic, leisure, or community activities, helping customers, clients, or members of the public who were hostile or upset; and/or handling customer complaints or providing instructions to customers or the public either in writing or by telephone.

EDUCATION: Bachelor's degree in any area with Superior Academic Achievement **OR** one full year of graduate education directly related to the position that provided the applicant with the knowledge of speech communication; broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-09: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 07 level in the Federal service.

Specialized experience is experience applying communication principles, methods, techniques for the development of campaigns **OR** experience in editing technical material for targeted audience **OR** experience interacting and dealing with the public including media, state, and local government officials, community, businesses, and organization program officers.

EDUCATION: Two full years of graduate education or master's degree directly related to the position that provided knowledge of broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-11: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 09 level in the Federal service.

Specialized experience is experience applying analytical techniques and interpersonal relations in dealing effectively with targeted audience; analyzing the views and opinions from organizations and developing recommendations for stimulating interest in activities.

EDUCATION: Three full years of graduate education or the Ph.D., directly related to the position that provided the knowledge of speech communication; broadcast journalism; creative writing; public administration; advertising; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-12: You must have one year of specialized experience equivalent to the grade 11 level in the Federal service. Specialized experience is work experience 1) conducting public affairs programs involving public information and community relations activities and 2) seeking cooperation and presenting information to internal and external groups to inform them of program objectives and activities.

Education: No substitution of education for experience is permitted.

HOW TO APPLY:

STEP 1.

Submit a separate completed Optional Application for Federal Employment (OF-612), OR a resume' for **EACH GRADE LEVEL AND LOCATION FOR WHICH YOU ARE APPLYING**. (OF-612 is available on our website).

List your work duties and accomplishments relating to the job for which you are applying.

Within the application or resume, **you must provide the following information** in order to evaluate your qualifications and determine if you meet legal requirements for Federal employment. Failure to provide this information may result in loss of consideration.

-Recruiting Bulletin number, title, grade, and location applying for

-Full name, mailing address (including zip code); day/evening phone numbers; and e-mail address

-Social Security Number

-Highest Federal civilian grade held (if applicable)

-Country of citizenship (this job requires US citizenship)

-Veteran's Preference – Applicants claiming 10-point veteran's preference MUST submit the SF-15, Application for 10-Point Veteran Preference, with the required proof (i.e., statement from the Dept of Veterans Affairs) and the latest copy of the DD-214, Certificate of Release or Discharge from Active Duty. Applicants claiming 10-point preference who do not submit the required documentation will receive 5-point veteran's preference. Applicants claiming 5-point veteran's preference must submit a DD-214 to receive preference.

-Highest education level achieved. Specify: name, city, state, zip code (if known), date or expected date (month/year) of completion of degree requirements, and type of degree received. Graduate of foreign universities must include proof of foreign education equivalency to an accredited U.S. college/university.

-To qualify based on education, submit a copy of your college transcript, along with your application.

-Paid and non-paid work experience related to the position. For each work experience include: job title, series/grade (if Federal employment), duties and accomplishments, employer's name and address, supervisor's name and address, starting and ending dates, hours per week, salary, and indicate if we may contact your current

supervisor/employer.

-Job-related: training courses (title and year), skills (e.g., other languages, typing speed, computer software/hardware, tools, etc.), certificates/licenses (current), and honors, awards, and special accomplishments (e.g., publications, memberships in professional societies, etc.).

-Use of any Government agency envelopes to file job application is a violation of Federal laws and regulations.

Applications submitted in Government envelopes or sent from a Government FAX machine will not be accepted.

-Individuals with a disability may request reasonable accommodations by calling (720) 533-4100.

STEP 2. ADDRESS EVALUATION CRITERIA AND SELECTIVE FACTOR CRITERIA

STEP 3. MAIL YOUR APPLICATION packet (consisting of the resume or OF-612, and evaluation criteria statements) to the following address.

**U.S. Census Bureau
Denver Regional Census Center
6950 W. Jefferson Ave., Suite 250
Lakewood, CO 80235-2032
ATTN: Human Resource Specialist**

APPLICATION DEADLINE: Application materials must be received by the closing date of the recruiting bulletin. Applications received after this date will not be considered.

CONDITIONS OF EMPLOYMENT:

-This is a Mixed-Tour work schedule that may be changed from full-time, part-time, or intermittent to accommodate workloads.

Candidates selected for the position must sign an agreement outlining the conditions of employment prior to the appointment.

-You will be required to complete a Declaration for Federal Employment (OF-306) to determine your suitability for Federal employment and to authorize a background investigation. You will also be required to sign and certify the accuracy of all the information in your application. If you make a false statement in any part of your application, you may not be hired; or you may be terminated after you begin work; or you may be fined and jailed.

-If selected, male applicants born after 12/31/59 must confirm their selective service registration status. Certification forms are available at most Federal agency personnel offices or from the U.S. Office of Personnel Management.

-Public law requires all new appointees to present proof of identity and employment eligibility (e.g., U.S. citizenship).

For further information on this vacancy, contact Dulcy Hernandez, HR Specialist, 720-533-4120.

**THE U.S. DEPARTMENT OF COMMERCE IS AN
EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

ALL QUALIFIED APPLICANTS WILL BE CONSIDERED REGARDLESS OF AGE, RACE, COLOR, SEX, CREED, NATIONAL ORIGIN, LAWFUL POLITICAL AFFILIATION, DISABILITY, MARITAL STATUS, AFFILIATION WITH AN EMPLOYEE ORGANIZATION, SEXUAL ORIENTATION, OR OTHER NON-MERIT FACTOR.