To: Thomas, Deb[thomas.debrah@epa.gov]
From: Smith, Paula
Sent: Fri 10/21/2016 3:19:02 PM
Subject: OCPI proposed external hires
OCPI Priority Position Needs 10-20.docx

Wanted to share with you what I shared with Deputies yesterday at our resource meeting as our list of external hire priorities (attached and listed below). I should have checked in with you sooner but if you have some time today, would like to review with you and make sure it aligns with your thoughts on priorities for OCPI. There's always time to regroup. (And I've already had some additional thoughts.)

We Deputies, only listed the first position for a Digital Engagement Specialist on the list of 22 that will be presented at RMC on Tuesday. This position, although previously requested and approved as an internal hire, may now require quite a bit more skill than we have in house. And Json can always apply. Shaun recently expressed some interest in adding a second congressional/intergovernmental liaison position as well (# 5 below).

I'll check in with Betsy to see what might work or just drop me a line. Thanks!!!

- Paula

OCPI Priority Position Needs

Version: 10/20/16

1. Digital Engagement Specialist/Media Officer* (GS-13)

•□□□□□□□□ Implements the Region's communication strategy across digital platforms

•□□□□□□□□ Designs and distributes digital content

•□□□□□□□□ Independently manages targeted digital outreach campaigns

•□□□□□□□□ Multi-media, social media and infographics design, including video / audio edition and broadcast products

•□□□□□□□□ Manages the Region's Internet / Intranet content and design aspects

•□□□□□□□□ Travels with Regional leadership to capture and distribute digital media products (time critical or immediate)

•□□□□□□□□ Evaluates wed and SM analytics

•□□□□□□□□ Liaison with Media team for press releases from field

2. MT- Second Community Involvement Coordinator (GS 12-13)

•□□□□□□□□ At Least 5 major MT sites (Libby, CFAC, Smurfit Stone, Butte and others) in need of CI support

•□□□□□□□□ Emergency response support

•□□□□□□□□ Social and traditional media support

•□□□□□□□□ Liaison with Media team for press releases from field

•□□□□□□□□ Comm Strats and Crisis Communications

3. Operations/Communications Planner* (GS 9/11/12)

•□□□□□□□□ Develops and coordinates the Regional Communication Strategy and Operational Plans to support EPA and leadership communication objectives

•□□□□□□□□ Manages the Regions communication strategy working group (integrating digital/social media, outreach, key leader engagements, internal information, and media operations)

•□□□□□□□□ Services as led crisis communication planner or operations officer

•□□□□□□□□ Maintains the Region's operational and crisis communication plans and resource distribution

•□□□□□□□□ Maintains

•□□□□□□□□ Evaluates the Regions communication goals/objectives using quantitative analysis

4. Non-SF Community Involvement/Outreach Lead*

- Includes increased regional
- Community involvement, coordination and outreach for NSF programs
- Support for non-SF MT sites
- Tribal outreach
- Stakeholder interaction
- Messaging creativity including multimedia, videos

5. Jr. Congressional/Intergovernmental Liaison*

- Assists with the development of Intergovernmental Capacity
- Assists with elected official rosters, profiles, and issues
- Helps build pro-active out reach for both congressional

*Assumes dedicated Admin Assistant and FCO support. With potential relocation, is it feasible to share these resources? If not, need one OCPI-dedicated Admin/FCO position**-top priority.**

Potential Related Needs in Other Offices

HR Position Management Assistant

- □□□□□□□□ Serves as front end for all recruitment packages
- □□□□□□□□ Tracks and follows up on all recruitment actions
- □□□□□□□□ Serves as liaison with regional SME and HRSSC rep