

OUTREACH NOTICE

**Gila National Forest
Supervisors Office
Silver City, New Mexico**

**Public Affairs Specialist
GS-1035-12**

Please respond by June 17, 2016



The Gila National Forest will soon be advertising a vacancy for a Public Affairs Specialist, GS-1035-12. The position is a permanent full-time appointment, and will be located at the Supervisor's Office in Silver City, New Mexico. The purpose of this Outreach Notice is to determine the potential applicant pool for this position and to establish the appropriate recruitment method and area of consideration for the advertisement (i.e. service-wide, government-wide). Responses received from this outreach notice will be used to make this determination.

Interested applicants or those desiring more information should contact Tony A. Mireles, Supervisory Administrative Officer at amireles@fs.fed.us or Adam Mendonca, Forest Supervisor at amendonca@fs.fed.us.

VACANCY ANNOUNCEMENT

The vacancy announcement for this position will be posted on the U.S. Government's official website for employment opportunities at www.usajobs.gov.

INTRODUCTION

This position is a challenging and rewarding position that is directly involved with highly complex and sometimes controversial projects and issues. The Public Affairs Officer (PAO) for the Gila National Forest works directly for the Forest Supervisor and is a member of the Forest Leadership Team with the primary responsibility of leading strategic development and implementation of a comprehensive public affairs program.

This is a rewarding position with challenging opportunities on a very complex Forest heavily involved with active landscape scale restoration, resource management, and recreation. The PAO Coordinates with District Rangers and other leadership team Staff Officers and develops communication plan campaigns that address internal and external understanding and involvement in Forest Service and GNFs initiatives. The PAO is expected to lead media relations and community engagement for the GNFs. The PAO engages with other forest PAOs and works with the Regional Office on matters that include political relations and national campaigns.

The position helps develops and oversees a variety of materials including webpages, newsletters, brochures, news releases, public presentations, videos and blog postings in a timely and accurate manner promoting the Forest and providing information to the public on specific issues. The PAO provides innovative methods of communication to the forefront to ensure the best methods are being utilized for messaging and engagement. Forest leadership is looking for a self-starting individual with a strong and creative media background, with great communication skills and the ability to identify problems and opportunities that portray the GNF in the strongest public light.

MAJOR DUTIES

Participates in the development and implementation of public affairs communication plans, program strategies and techniques for dealing with addressing critical and complex public issues. Plans and implements with the assistance and in coordination with other Forest's staff, the communications campaigns needed to address critical issues; to explain Forest Service policies, programs, and activities, to inform National Forest users and customers; and to establish two-way communication with the publics including the news media and elected officials. Uses a variety of communications methods and techniques (i.e., written, oral, visual and personal) in devising the appropriate communication method for each public affairs campaign. Incorporates situation analysis, target publics identification, media and message strategies, and evaluation of effectiveness and costs in each campaign.

Coordinates, implements, and evaluates a Forest's communication program, with responsibility of informing employees about Forest, National, and Regional philosophies and culture, practices, programs, positions, and initiatives. Ensures that employees are appropriately involved in decision making activities; uses various tools and techniques to improve employee productivity and moral; monitors and evaluates how effectively information has been communicated; identifies and addresses internal communication training needs.

Represents the Forest in meetings and discussions involving individuals, groups, and organizations working in support of, or opposing, the policies, programs, and work of the Forest. After consultation with supervisor, has the authority to make public statements as necessary within the framework of established policy guidelines.

Provides input into the long-range planning, development and coordination of the overall Public Affairs program for the Forest. Analyzes public reaction and recommends changes to improve understanding. Recommends methods of minimizing misconceptions and improving understanding of Regional direction.

Participates in the evaluation of the effectiveness of Forest issue management programs and implements improvements.

Organizes, coordinates and implements effective employee and public meetings, workshops, field trips, or other forums designed to foster employee and public participation.

Stays abreast of the most current and effective communication methods and techniques. Provides for training in these methods for others as needed.

Gila National Forest

Every National Forest offers its own unique qualities. The Gila's beauty is in its diversity of rugged mountains, deep canyons, meadows, and semi-desert country. It is one of the more remote and least developed National Forests in the southwest. The Gila is the sixth largest national forest in the continental United States, covering 3.3 million acres of forest and range land.

The forest has a rich history of the Mogollon and Apache Indians, Spaniards, Mexicans, ranchers and prospectors. A few of the personalities from the past that have left their mark in the Gila include Apache Chiefs Mangas Coloradas and Geronimo, conservationist and author of the Sand County Almanac Aldo Leopold; Billy the Kid and other outlaws; and renowned lion hunter Ben Lilly.

Another unique beauty of the Gila National Forest is its wilderness. The Gila, Aldo Leopold, and Blue Range Wilderness areas offer unparalleled hiking and horseback riding. The 558,065-acre Gila Wilderness, created in June 1924 at the urging of the conservation pioneer Aldo Leopold, was the world's first designated wilderness.

Community: Silver City (or related area) www.townofsilvercity.org and the surrounding communities of Bayard, Santa Clara, Tyrone and Hurley are located in southwest New Mexico. Main access to Silver City is via Highway 180 north from Interstate 10 at Deming, NM. The elevation is 5,900 feet above sea level. The population of Silver City is approximately 13,000 and Grant County is about 29,000. Silver City was recently selected as one of the healthiest places to live and retire. It placed in the top 1% of over 3,000 communities our size or larger. Downtown Silver City is undergoing a revitalization effort and features many locally-owned shops and lots of art galleries. The community has two libraries and churches of all denominations. There are two newspapers, motels, radio stations, city and county offices and local retail businesses. Area attractions include City of Rocks State Park, Historic Pinos Altos and Western New Mexico University Museum <http://www.wnmu.edu/univ/museum.htm>.

Climate: Silver City boasts four gentle seasons. The average annual temperature is 54 degrees. May is the driest month of the year while July is the wettest. The annual average precipitation is 15.69 inches.

Medical: Silver City has a Regional hospital <http://www.grmc.org/>, several medical clinics, ambulance service, an emergency care clinic, and physicians of all specialty areas, dentists and nursing homes.

Schools: Grant County has two public school districts. There are several private schools and alternative schools. Western New Mexico University www.wnmu.edu/ offers four-year programs and two year technical programs in areas such as education, nursing, basic arts and sciences and several graduate programs.

Employment: Major employers are Freeport-McMoRan Copper & Gold, Gila Regional Medical Center, Silver City Schools, Western New Mexico University, Walmart, Town of Silver City, Grant County, and the Gila National Forest.

Housing: Rentals range from \$600-\$1000 per month for an average three bedroom home/apartment. Prices of single family homes range from \$85,000 and up.

Transportation: The nearest commercial airports are in El Paso, TX (3 hours), Tucson, AZ (3 hours) and Albuquerque, NM (4 hours). Grant County airport provides daily services. There is a shuttle service for transportation to Las Cruces and El Paso and a local transportation service to all the surrounding communities.

Additional Information: For additional location information visit the following web sites:

Gila National Forest Website

www.fs.fed.us/r3/gila

Grant County Chamber of Commerce

www.silvercity.org

Silver City Chamber of Commerce

www.townofsilvercity.org

OUTREACH RESPONSE FORM

Public Affairs Specialist
GS-1035

Please return by June 17, 2016

If you are interested in this position, please complete this form and email to Tony Mireles at amireles@fs.fed.us. If you have questions about the position call 575-388-8306.

PERSONAL INFORMATION:

Name:		Date:	
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Address:	
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Email Address:	
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Phone:	
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Are you currently a Federal employee?	YES:		NO:	
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IF YES: Current Agency and location:	
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Current Title/series/grade/Level:	
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Type of Appointment:	Permanent		Term		Temporary	
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If you are not a current permanent employee (career or career conditional), are you eligible for appointment under any of the following special authorities?

	Person with Disabilities
	Veterans Recruitment Act
	Former Peace Corps Volunteer
	Disabled Veteran with 30% Compensable Disability
	Pathways Program
	Veterans Employment Opportunities Act of 1998
	Other, please describe:

Thank you for your interest in our vacancy!

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