

POSITION DESCRIPTION
COVER SHEET

REASON FOR THIS POSITION

1. NEW <input checked="" type="checkbox"/>	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER (8) <input type="checkbox"/>	3. REPLACES PD NUMBER (8) <input type="checkbox"/>
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RECOMMENDED

4. TITLE Education & Outreach Specialist	5. PAY PLAN (2) GS	6. SERIES (4) 301	7. GRADE (2) 13
8. WORKING TITLE (Optional)		9. INCUMBENT (Optional) Haith, Webb, Allen, Martinez, Locke	

OFFICIAL

10. TITLE
Education & Outreach Specialist

11. PP (2) GS	12. SERIES (4) 301	13. FUNC.(2)	14. GRADE(2) 13	15. DATE (mm/dd/yyyy) 08/24/2004	16. I/A <input type="checkbox"/> yes <input type="checkbox"/> No	17. CLASSIFIER (Name) M.D. Thrash
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18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)

1st U.S. Department of Housing and Urban Development	5th Immediate Office
2nd A/S for Fair Housing and Equal Opportunity	6th
3rd General Deputy Assistant Secretary	7th
4th Regional Office of FHEO	8th

SUPERVISOR'S CERTIFICATION

I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationships and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or misleading statements may constitute violations of such statute or their implementing regulations.

19. SUPERVISOR'S SIGNATURE 	20. DATE (mm/dd/yyyy) 2/6/04	22. SECOND LEVEL SUPERVISOR'S SIGNATURE	23. DATE (mm/dd/yyyy)
21. SUPERVISOR'S NAME Floyd O. May	24. SECOND LEVEL SUPERVISOR'S NAME Carolyn Peoples		
21a. SUPERVISOR'S TITLE General Deputy Assistant Secretary for FHEO	24a. SECOND LEVEL SUPERVISOR'S TITLE Assistant Secretary for FHEO		

FACTOR EVALUATION SYSTEM

FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS	
1. Knowledge Required	1-8	1550	6. Personal Contacts			
2. Supervisory Controls	2-4	450	7. Purpose of Contacts	3c	180	
3. Guidelines	3-4	450	8. Physical Demands	8-1	5	
4. Complexity	4-5	325	9. Work Environment	9-1	5	
5. Scope and Effect	5-4	225	TOTAL POINTS		3190	
					GRADE	GS-13

CLASSIFICATION CERTIFICATION

I certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with most applicable published standards.

29. SIGNATURE 	30. DATE (mm/dd/yyyy) 8-24-2004
31. NAME Marlene Thrash	31a. TITLE Human Resources Specialist
32. REMARKS FLSA (Exempt) FPL (GS-13) REF: Primary Standard	33. OPM CERTIFICATION NUMBER

MASTER RECORD / INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA

1. FUNCTION (1) A	2. DEPT. CD/AGCY-BUR-CD. (4) HU83	3. SON (4) 4400	4. MR. No. (6)	5. GRADE (2) 13	6. IP NUMBER (8)
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B. MASTER RECORD

1. PAY PLAN (2) GS	2. OCC. SER. (4) 301	3. OCC. FUNC. CD (2)	4. OFF. TITLE CD (6)	5. OFF. TITLE (38) Education & Outreach Specialist		
6. HQ. FLD. CD (1) 2	7. SUP. CD. (1) 8	1 = Sup. SGEG 3 = Mgr. SGEG 4 = Sup. CSRA	5 = Mgmt. CSRA 6 = Leader LGEG 8 = All Others	8. CLASS. STD. CD. (1) Blank = NA	9. INTERDIS. CD (1) N = No Y = Interdis.	10. DATE CLASS (mm/dd/yyyy) 8/24/2004
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary		12. INACT/ACT (1) 1 = Inactive A = Active		13. DATE ABOL. (mm/dd/yyyy)	14. DATE INACT/REACT (mm/dd/yyyy)	15. AGCY. USE (10)
16. INTERDIS. SER. (40)						
(4)	(4)	(4)	(4)	(4)	(4)	(4)
17. INTERDIS. TITLE CD. (50)						
(5)	(5)	(5)	(5)	(5)	(5)	(5)

C. INDIVIDUAL POSITION

1. FLSA CD. (1) E = Exempt N = Nonexempt	2. FIN. DIS. REQ. (2) 0 = None 1 = CD219 2 = CD220	3 = SF278 4 = AD392 5 = SF849	3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C		O = Excepted but not A, B, C	4. POS. SENS (3) IN	0 = Nonsensitive 1 = Noncritical 2 = Critical Sensitive	5. COMP. LVL (4) 9999									
6. WK. TITLE CD. (4)		7. WK. TITLE (38)															
8. ORG. STR. CD. (18) (example "83 - 07 - 01 - 0200 - 08 - 19 - 00 - 00")								9. VAC. REV. CD. (1) 0 = Position Action No Vacancy A = No Change		B = Lower Grade C = Higher Grade		D = Different title and/or Series E = New Position/New FTE					
1st	2nd	3rd	4th	5th	6th	7th	8th										
10. TARGET GC. (2)		11. LANG. REQ. (2)		12. PROJ. DTY IND. (1) Blank = NA Y = Yes		13. DUTY STATION (9) State (2) City (4) County (3) 11 0010 001		14. BUS. CD. (4)		15. DATE LAST AUDIT. (mm/dd/yyyy)		16. PAS. IND. (1) Blank = NA 1 = PAS		17. DATE EST. (mm/dd/yyyy) 08/24/2004			
18. GD. BASIS. IND. (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup/SGEG								4 = Sup./Program 5 = RGEG 6 = Policy Analysis GEG		7 = Equipment Development Guide 8 = Agency Use 9 = Agency Use ALPHAS = Agency Use		19. DATE REQ. REC. (mm/dd/yyyy)		20. NTE. DATE (mm/dd/yyyy)		21. POS. ST. BUD (1) Y = Perm N = Other	
22. MAINT. REV./CLASS. ACT. CD. (2) (1st Digit = Activity and 2nd Digit = Results)																	
Normal Act				Maintenance Review Act				Results									
1 = Desk Audit		5 = Desk Audit		1 = No Action Req.		5 = Series Change		9 = Other									
2 = Sup. Audit		6 = Sup. Audit		2 = Minor PD Change		6 = Pos. Upgrade											
3 = Paper Rev.		7 = Paper Rev.		3 = New PD Req.		7 = Pos. Downgrade											
4 = PME/Activity Rev.		8 = Panel Rev.		4 = Title Change		8 = New Pos.											
23. DATE EMP. ASGN. (mm/dd/yyyy)		24. DATE ABOL. (mm/dd/yyyy)		25. INACT/ACT (1) 1 = Inact. 2 = Act.		26. DATE INACT/ACT (mm/dd/yyyy)		27. ACCTG. STAT. (4)		28. INT. ASGN. SER. (4)		29. AGCY USE (8)					
30. CLASSIFIER'S SIGNATURE												31. DATE (mm/dd/yyyy)					
32. REMARKS																	

OFFICE OF FAIR HOUSING AND EQUAL OPPORTUNITY
Office of the Regional Director
Education and Outreach Specialist, GS-13

Introduction

This position is located in the Office of Fair Housing and Equal Opportunity, Office of the Regional Director. The incumbent serves as one of seven Education and Outreach Specialist and performs a wide variety of highly complex assignments involving fair housing education and outreach. The incumbent is involved with all activities designed to increase public awareness of prohibited housing discrimination and how HUD combats it. The incumbent assist with coordinating Regional FHEO press activities for Fair Housing Month, the dissemination of all fair housing materials for the Region, and may serve as Government Technical Representative for specialized outreach and education activities.

The Regional Office assist with the implementation of the Department's programs related to the education and outreach of civil rights and fair housing and equal opportunity programs administered by the Office of Fair Housing and Equal Opportunity including those under Title VIII of the Civil Rights Act of 1968, as amended, Title VI of the Civil Rights Act of 1964, Section 109 of the Housing and Community Development Act of 1974, as amended; Section 504 of the Rehabilitation act of 1973; the Americans with Disabilities Act, the Age Discrimination Act and relevant Executive Orders and Regulations.

Duties and Responsibilities:

Researches information and makes recommendations to the Regional Director on education and outreach topics to discuss with civil rights groups, community based organizations, housing counseling organizations, and real estate professionals.

Evaluates information problems encountered in communicating the Office's programs to the target communities. Advises on and recommends specific information activities designed to meet these problems. Analyzes information needs in terms of community needs to be met and provides advice on program information problems to the Regional Director or senior specialist.

Develops basic outreach campaign materials including fact sheets, new releases, feature articles for magazines and trade papers, radio and television scripts, display booth materials or components, and other educational or outreach materials, coordinating outreach campaign with the Regional Director.

Assist with identifying awardees for FHIP and FHAP grants and other contracts to local agencies. May serve as Government Technical Representative to monitor the use of funds for specialized education and outreach activities.

Works with real estate professionals, disability rights groups, and faith-based organizations on fair housing issues. Provides technical assistance and training on fair housing issues and serves as principal point of contact/functional expert.

Maintains effective working relationship with representatives and personnel of specialized groups, including HUD's Office of Public Affairs, and with State and local governments, and other cooperating agencies, HUD grantees, sub-recipients, and other trade and industry organizations and groups. Determines ways in which the organization can work more closely with communities and groups by communicating with audiences interested in or affected by HUD's programs.

Provides information to FHEO Regional Directors, senior management of Community Planning and Development, Multifamily Housing, and Public Housing, coordinating efforts on fair housing education and outreach

Gives speeches, addresses forums, develops and disseminates brochures and other written materials which address fair housing issues. Holds focus groups to evaluate the effectiveness of the fair housing education, marketing, and outreach activities for the Region and makes recommendations for changes.

Assist in the development of events and activities for National Fair Housing Month for the Region and makes recommendations to Regional Director. Contacts public and private fair housing speakers and organizations to engage their participation in Fair Housing Month activities.

Maintains data on marketing, education and outreach activities for the Region and drafts statistical reports detailing effectiveness of the activities. Identifies and evaluates problems involving any area of the marketing and outreach activities and recommends solutions to the Regional Director.

Factor 1- Knowledge Required by the Position:

Knowledge of the laws, regulations, and procedures that govern civil rights and equal opportunity in housing. A working knowledge of the programs administered by FHEO in order to identify, create, and implement education and outreach programs. Knowledge of how the programs are administered and the level of responsibility and importance of each level needed.

Knowledge of all housing; this includes public housing and housing for persons with disabilities in order to identify the areas where more/or better education and outreach are needed.

Knowledge and understanding of basic marketing techniques and the ability to produce, execute, monitor and evaluate successful marketing and outreach programs.

In-depth knowledge of current thinking and methodologies concerning customer service, education and outreach strategies, and internal/external customer communication/relations.

Ability to present recommendations logically and convincingly, gaining cooperation and support, relying upon well developmental negotiation skills when needed.

Ability to communicate complex and sensitive materials to general audiences.

Ability to conduct studies, and conduct research as part of education and outreach activities

Skill in fact- finding, analysis, research, problem solving, identifying problems and recommending solutions.

Strong oral and written communication skills.

Factor 2 - Supervisory Controls:

The incumbent serves under the general guidance of the Regional Director. The Director establishes, in consultation with the incumbent, the overall objectives of the work assigned. The incumbent carries out assignments independently, resolving most conflicts that arise, coordinating the work with others as required. Interprets policy and regulations independently, guided by the established objectives of the assignment. Methods to be used and approaches to be taken are normally determined by the incumbent.

The incumbent's work is considered technically sound. Program effectiveness is assessed in terms of results achieved in gaining understanding of the Office's programs.

Factor 3 - Guidelines:

Guidelines include applicable laws, and Departmental policies relating to the release of information to the general public, public and private industry groups, other government entities, and community organizations. The incumbent drafts materials for the Regional Director's approval to be used by the Office of Public Affairs. The information is communicated in all forms of media.

Factor 4 - Complexity:

Typical assignments require developing detailed plans and goals for implementing a specific marketing and/or education outreach strategy and/or developing criteria to evaluate the effectiveness of the specific approach and procedure. Assignments may be diverse and unrelated, and may require the incumbent to become especially conversant In a particular program, a partner or customer's needs, or a specific technique or strategy.

Such will require independent research, assessing many issues, and then developing a proposed course of action as the result of reviewing various alternatives.

Factor 5 – Scope and Effect:

The incumbent's work will result in greater public awareness and knowledge of the fair housing laws and HUD's ability to guarantee and enforce those rights. As a result, more people will exercise their rights to report the discrimination and housing violations. As a result of the incumbent's work documenting the effectiveness of education and outreach activities, changes in the federal implementation of housing programs and future studies will be commissioned to increase fair housing and homeownership opportunities.

The work results in a broader awareness of housing discrimination and knowledge that there are legal challenges and solutions to eliminate housing discrimination. More individuals and or groups will file complaints in an effort to abolish housing discrimination.

Factor 6 – Personal Contacts:

The contacts include individuals within the Department and officials, managers, and professionals within FHEO up to the Office Director level. The incumbent may be asked to participate in meetings with principal staff advising them on education and outreach activities.

Contacts may also include individuals in other Federal, State, and local government agencies, grantees, advocacy groups, and individuals in the real estate industry.

Factor 7 – Purpose of Contacts:

The purpose is to promote education regarding housing discrimination and the legal vehicles and authorities available to challenge and eliminate the discrimination.

The incumbent meets as needed with officials to discuss ways and plans to devise new campaigns for promoting fair housing education.

Factor 8 – Physical Demand:

Work sometimes requires participation in meetings and planning sessions that can be for long periods of time or occur impromptu. The duties are sometimes performed under stringent time restraints. Extended travel may also be required.

Factor 9 – Work Environment:

Work is generally performed in offices, and in safe and comfortable work areas.