



UNITED STATES OFFICE OF PERSONNEL MANAGEMENT  
Washington, DC 20415

Employee Services

Tuesday, November 17, 2015

**MEMORANDUM FOR: HUMAN RESOURCES DIRECTORS**

FROM: Kimberly A. Holden, Deputy Associate Director, Recruitment and Hiring

Subject: Position Classification Standard for Public Affairs Series 1035

The U.S. Office of Personnel Management (OPM) would like to invite your agency to participate in an occupational study for the Position Classification Standard for Public Affairs Series 1035.

Over the past year, OPM has been in contact with the Public Affairs Functional Community Management Interagency Work Group comprised of multiple Federal agencies to discuss updating classification and qualification standards for the Public Affairs series. As a result, OPM is pleased to partner with the interagency work group in their request of this occupational study. The purpose of the study is to review the current classification and qualification standards for public affairs work. The results of the study will assist OPM to determine any updates and/or revisions to the current classification and qualification standards for the Public Affairs Series 1035.

I am pleased to invite you and/or your agency subject matter experts (SMEs) to participate in OPM's Classification and Assessment Policy upcoming focus group sessions to discuss public affairs work. The purpose of the meetings is to discuss agencies' current experiences classifying this type of work. We are specifically interested in how this work has changed in agencies since the issuance of the current position classification standard in July 1981. We are seeking agency participants who have regular and substantial experience with public affairs positions as detailed in the descriptions below.

**Human Resources (HR) Specialist SME Description:**

The ideal Human Resources SME is a staffing/classification specialist or HR functional liaison who deals primarily with recruiting and examining for public affairs positions. The SME will have worked with hiring managers and staff members to create Job Opportunity Announcements (JOAs), occupational questionnaires and review resumes. The SME will have first-hand knowledge of the job functions, competencies, skills, experiences and background necessary to successfully perform public affairs work. The SME should be able to share their experiences in positions and can speak to the benefits and challenges in utilizing existing classification and qualification requirements.

**Public Affairs SME Description:**

The ideal Public Affairs SME is a hiring manager who employs a variety of employees in public affairs occupations at a range of grade levels. The SME will have first-hand knowledge of the job functions, competencies, skills, and experiences and background necessary to perform successfully public affairs work. The Public Affairs SME should also have experience in filling public affairs occupations and can speak to the benefits and challenges of utilizing existing classification and qualification requirements.

We are seeking SMEs to participate in our focus groups and lead agencies to work closely with us on this occupational study. SMEs must meet the criteria or SME descriptions as provided above. Attendance is limited to SMEs with specific knowledge of public affairs work within the Federal Government. Please submit your SMEs name, agency, email, and telephone contact information to [riconda.fortson@opm.gov](mailto:riconda.fortson@opm.gov) no later than December 9, 2015. Please contact Riconda Fortson with any questions by e-mail or at (757) 441-3224. Thank you in advance for your assistance with this effort.