

**DIRECTOR OF PUBLIC AFFAIRS**  
**(AD-1035, GS-15 equivalent)**

**INTRODUCTION**

Under the supervision and direction of the Chief of Staff, the incumbent is responsible for overseeing and coordinating all governmental and public interactions for the National Indian Gaming Commission's (NIGC/Commission) communication programs and activities relating to public, governmental and media relations. The incumbent is responsible for the coordination of daily activities and functions relating to the Division of Public Affairs, supervision of several staff members and collaborations with other staff offices as necessary.

The Director reports directly to and receives broad policy guidance from the Chief of Staff while work is evaluated on the basis of results achieved.

**MAJOR DUTIES**

- Serves as point of contact, both internally and externally, for all public and governmental communications and interactions; ensures that all such contacts are consistent with overall Agency mission, policy and protocol. Directs and oversees incoming written communications while working with the proper Agency department or division for adequate response.
- Coordinates, on an agency-wide basis, the implementation of policies, criteria, and procedures governing Congressional relations, and other governmental affairs, and media relations.
- On a daily basis keeps the Chief of Staff and other key NIGC officials informed on matters regarding tribal, Congressional, legislative and other governmental and media issues that may impact the Agency or reaction toward NIGC programs and activities.
- Oversight to develop, integrate, monitor and forecast plans and programs with emphasis in budget.

**MEDIA RELATIONS**

- Organizes the formulation, development and presentation of the public message of the NIGC, including preparation and release to the media of press releases, speeches, reports and policy statements.
- Reviews letters, reports and other communication addressed to governmental agencies, Congress and the media or presenting the policy views of the agency on matters to the Office of Management and Budget (OMB). Makes sure that all outgoing Congressional and other governmental affairs materials conform to agency policy and the views of the agency.
- May routinely meet with members of the press to discuss Agency matters at the direction of the Chief of Staff, and provides timely and effective liaison for the NIGC on all media items, investigations and inquiries.
- Has extensive experience in the development of and understanding of social media and should be to utilize multiple electronic social media platforms to exchange Commission information.

- Prepares Commission and staff for media interviews and must be able to provide essential information and data to reply to possible questions or comments.
- Prior to media interviews, develops briefing papers for discussion with senior staff regarding sensitive policy issues and matters that may involve NIGC officials prior to media interviews.
- Reviews and provides sensitive and/or policy statements prepared for presentation by the Commission and staff to Congressional and public groups to assure the pertinence and completeness of such statements.
- When requested, accompanies key agency officials when appearances are requested by a representative of the media.

### **Congressional Affairs**

- Monitors important legislative matters affecting NIGC functions and areas of responsibility or interest. At the direction of the Chief of Staff, routinely conducts outreach to Congressional staff regarding NIGC matters.
- Advises the Chief of Staff and if directed the Chair on policy measures which might be taken with regard to legislative matters. Advice should be from the standpoint of their effects on the basic statutory and executive authority under which NIGC programs are carried forward.
- Coordinates the formulation, development and presentation of the legislative plan of the NIGC, including clearance with the Office of Management and Budget (OMB) and Agency submissions to Congressional bills, resolutions, reports, testimony and other statements on legislation.
- Researches and reviews records of Congressional hearings, news reports and comments on such by NIGC officials and reports any significant findings to the Chief of Staff.
- Keeps the Commission and Chief of Staff advised on particularly significant legislative developments and makes specific recommendations when NIGC action is indicated.
- Routinely meets with Congressional staff to discuss legislative matters or NIGC matters at the direction of the Chief of Staff.
- Prior to committee hearings develops briefing papers for discussion with senior staff the sensitive policy problems and matters that may involve NIGC officials.
- When requested accompanies key agency officials to appear before Congressional committee hearings or Congressional Member meetings.

### **Educational Requirements**

A Bachelor of Science or Bachelor of Arts in public affairs, political science, public relations, communications, business administration or equivalent course of study from an accredited university or college is required.

## **Factor 1, Knowledge Required by the Position**

Must demonstrate a comprehensive knowledge of the NIGC, its regulations, activities and the Indian Gaming Regulatory Act (IGRA).

Must demonstrate a mastery of knowledge of the United States Congress, media relations and a comprehensive knowledge of federal budgetary processes.

Mastery of all forms of communications principles, methods, practices and techniques; analytical methods and interpersonal relations practices. This includes developing, recommending, and executing strategies and approaches and establishing standards for the development and evaluation of all public affairs activities; advising the Chief of Staff on all aspects of the public affairs program; and providing advice, assistance and guidance to subordinate specialists on all public affairs matters and issues.

Ability to apply this knowledge in establishing and maintaining effective working relationships with tribal, national and local news media and with diverse individuals and groups interested in, affected by and at times opposed to NIGC programs.

Proficiency in advising and directing subordinate public affairs personnel and offices as well as Directors nationwide concerning the public affairs programs to gain public and official support for potentially controversial and disputed actions.

Expertise in developing written materials and in responding orally to inquiries and requests for information from diverse public groups and from local or national media; responding to questions and criticism in public meetings and elsewhere from tribal, national, state and county officials and special interest groups concerned about difficult, controversial or sensitive public affairs problems related to NIGC activities.

Ability to personally represent the NIGC in direct contact with national news media; with key officials of other federal organizations; with tribal, state and local officials, and with public and special interest groups including potentially hostile and controversial situations.

Extensive knowledge and highly developed skill in evaluating the effectiveness of the public affairs program, analyzing feedback from the news media and the public, and developing recommendations to improve the overall public affairs program.

Ability to manage a diverse group of employees, teams and projects.

## **Factor 2, Supervisory Controls**

Oversees, evaluates and directly supervises subordinate staff members. The Chief of Staff provides general administrative and policy direction. Incumbent also reports directly to and takes direction from the Chief of Staff. Incumbent is responsible for independently planning, directing and evaluating the overall public affairs program

within allotted resources, informing supervisor, customers and higher authority of results as appropriate. Results achieved are technically authoritative and accepted without major change. Work involving particularly sensitive and controversial issues such as decisions regarding first public release of new information. If work is reviewed, the review concerns fulfillment of program/mission objectives or the effect of the incumbent's advice in achieving desired objectives.

### **Factor 3, Guidelines**

Guidelines include public law, NIGC regulations and policy statements, but there are oftentimes no precedents directly applicable to special interest community groups; responding to news media requests for information concerning potentially controversial issues. Incumbent must exercise considerable judgment in interpreting and adapting existing procedures and using them as a foundation for immediate actions as well as developing new approaches in creating a unified public affairs strategy or plans.

### **Factor 4, Complexity**

The work includes developing, planning, directing, executing and evaluating the overall public affairs program of the NIGC; providing technical advice and assistance, and counseling to the NIGC senior management on the formulation and articulation of the overall approach to public affairs issues; personally involving handling the most difficult, controversial and sensitive problems often in direct response to concerns expressed by public officials and other special interest public groups; and supervising subordinate staff in carrying out the public affairs program. The public affairs program includes public information, internal information, and community relations. This involves interaction, often in adverse situations, with a wide variety of tribes, groups, individuals, organizations, other agencies, tribal, state and local Government representatives and all levels of management within the nationwide NIGC organization.

Incumbent's decisions on courses of action by NIGC and serviced customers involve difficult and complex public affairs problems and tactics and strategy to be followed in achieving desired results on varied and interrelated issues. Decisions must frequently be made under severe time pressure and constraints. The effectiveness of the incumbent in supporting the NIGC's mission can be directly related to (a) extensive experience, (b) institutional knowledge and (c) personal relationships established with members of Congressional staffs; news media representatives and officials of other tribal, federal, state and local agencies, tribal leaders, community leaders and the leaders and members of special interest groups.

### **Factor 5, Scope and Effect**

The purpose of the work is to develop a strategy to enhance public understanding of the NIGC's mission; to plan, direct, supervise and evaluate the public affairs program and serve as public affairs officer for NIGC; and serve as spokesperson for Commission and

the Agency as necessary. The public affairs program is a vital and essential part of the NIGC mission because understanding and support by the various publics are essential to its continued success. The work is national in scope and has direct effect on multiple Indian tribes.

#### **Factor 6, Personal Contacts**

Contacts include Tribal leaders, Congressional staff, state and local officials, and officials of other tribal, federal or state agencies. Public contacts include members of the press, Tribes and public. Typical contacts involve sensitive and/or controversial matters.

#### **Factor 7, Purpose of Contacts**

The purpose of the contacts is to inform, explain and defend significant and potentially controversial NIGC actions and programs. Contacts with top management of NIGC and its nationwide elements are to advise on all public affairs matters and/or convince them to change or modify decisions involving significant or controversial issues to avoid public misunderstanding or to minimize or prevent adverse public reaction or publicity.

#### **Factor 8, Physical Demands**

No special physical demands are involved. Mental stress may be experienced due to rigid deadlines, often externally imposed, and dealing with security sensitive and/or controversial information and problems.

#### **Factor 9, Work Environment**

The normal work environment is a typical office setting which is adequately lighted, heated and ventilated. Some travel may be required.