

Kaho‘olawe Island Reserve Commission

Administrative and Staff Services

Public Information Specialist

POSITION DESCRIPTION

I. IDENTIFYING INFORMATION

Position Number: 117432

Department: Land and Natural Resources

Division: ADMIN

Branch: Kaho‘olawe Island Reserve Commission

Geographic Location: Maui, Hawai‘i

II. INTRODUCTION

The Kaho‘olawe Island Reserve Commission (KIRC) was established by Chapter 6K, Hawaii Revised Statutes (HRS) and placed within the Department of Land and Natural Resources for administrative purposes. The KIRC is responsible for the management of the Kaho‘olawe Island Reserve (Reserve), which includes the island of Kaho‘olawe and the marine waters two miles seaward from shore.

This position assists the KIRC in managing the resources and assets of the Reserve by providing information to the public on the mission and program activities of the KIRC. This position is based at the KIRC Office on Maui but may involve occasional work on Kaho‘olawe requiring overnight stays. This position is a temporary exempt appointment subject to extensions based on authorization by the KIRC.

III. MAJOR DUTIES AND RESPONSIBILITIES

A. Outreach Duties

60%

1. Works with Commission and Executive Director to create a media policy.
2. Works with the Executive Director to plan and conduct public relations initiatives in order to disseminate informational, educational, and promotional materials concerning the activities of the KIRC and to generate public and financial support for these activities. [1][2][3]
3. Works with the Executive Director to prepare and distribute news releases and other pertinent information to community groups, stakeholders, and media representatives. [1][2]
4. Develops and coordinates educational and informational presentations to community groups and stakeholders regarding KIRC programs and projects. [1][2]
5. Reviews KIRC reports, testimony, and research data before release to Legislature and/or the general public. [1][2]
6. Acts as a liaison with other agencies, organizations, and employees to coordinate communications activities. [1][2]
7. Plans and coordinates the training of staff in communications activities as needed. [1][2]

8. Produces and disseminates quarterly newsletter and other communication materials as required. [1][2][3]
9. Maintains records, and prepares reports and correspondence related to outreach activities. [1][2]
10. Ensures KIRC publications, such as brochures and plans, are updated as needed and available to the public; ensures KIRC display materials, such as videos and posters, are updated and in proper condition. [1][2]

B. Fund Development Duties: 35%

1. Works with the Executive Director and other appropriate staff to develop fundraising and fund development campaigns. [1][2]
2. Identifies potential funding sources from local, State, Federal, and other entities and assists in preparing application documentation. [2]
3. Maintains records relating to donations and in-kind support; prepares appropriate correspondence. [2]

C. Other Duties: 5%

1. Provides staff support for KIRC programs and activities, including those on Kaho‘olawe. [2]
2. Performs other duties as assigned.

Evidence Used in Determining Essential Functions:

The following evidence was considered in determining the essential functions of the position: (a) the amount of time spent performing the function; (b) the consequence of not requiring a person to perform the function; (c) the work experience of people who have performed a function in the past and work experience of people who currently perform similar functions; and (d) the nature of the function based on the organizational structure.

Reasons:

- [1] The performance of this function is the reason that the job exists.
- [2] There are limited employees among whom the performance of this function can be distributed.
- [3] This function is highly specialized. Employees are hired for the skill/ability to perform this function.

IV. CONTROLS EXERCISED OVER THE WORK:

Nature of Supervisory Control Exercised Over the Work:

This position is supervised by the Executive Director; Position No. 103230. Detailed instructions are given for new assignments. Instructions are given for new and routine assignments. The position seeks the guidance of its supervisor for problems not

encountered in the past. The supervisor reviews completed work for technical adequacy, completeness, and thoroughness.

V. RECOMMENDED QUALIFICATIONS

A. Knowledge of:

Awareness of, or the willingness to learn Hawaiian history, language, and cultural traditions.

Methods of planning, developing, and administering communication programs; state and federal laws and legislative processes related to the work; knowledge of reporting methods and techniques; the history and culture of the Reserve.

B. Skill and Abilities:

Possess strong oral and written communication skills and analytical thinking. Skilled in computer programs such as MS Office. Strong organizational skills; plans, directs, and coordinates communication programs and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved; formulate policies and procedures relevant to areas of responsibility based on information of a conceptual nature from varied and complex sources; plan, coordinate, and expedite work projects; interpret complex rules and regulations; communicate with others verbally and in writing.

Able to travel on short notice by helicopter, airplane, boat, and 4-Wheel drive vehicles.

C. Physical Requirements:

Good physical health, endurance and ability to swim are required. Must be able to perform the essential duties of the position.

D. Education Requirements:

An undergraduate degree in Communication, Anthropology, Hawaiian Studies, Political Science, or closely related discipline.

E. Required Experience:

At least five years of experience in communication work including writing, teaching, interpretation, public information, media relations or other demonstrable professional activity, including at least 2 years supervisory experience.

Substitutions Allowed: Consideration is given for professional experience on a year-for-year basis of progressively responsible experience in the management of cultural educational programs in substitution for the bachelor's degree.

VI. REQUIRED LICENSES, CERTIFICATES, ETC.

Possession of a valid Driver's License.

VII. SALARY

\$45,000 to \$55,000 annually, commensurate with experience.