

**CLASS TITLE: STRATEGIC PLANNING, POLICY AND
COMMUNICATIONS ADMINISTRATOR (VETERANS
AFFAIRS)**

Class Code: 02574900
Pay Grade: 40A
EO Code: A

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: Within the Office of Veterans Affairs, to be responsible for the development of veterans service plans and policies which recommend a more productive allocation of veterans system resources; to identify the major service problems of the population; to make recommendations for more efficient and effective strategies of intervening in problem areas; to contribute to the implementation of the plans and policy recommendations; to evaluate the effect of implemented programs; to serve in a highly responsible planning, policy and communications capacity to the Director, Division of Veterans Affairs in the overall administration of all departmental activities; and to do related work as required.

SUPERVISION RECEIVED: Works under the administrative direction of the Director, Division of Veterans Affairs with considerable latitude for the exercise of independent judgement and initiative; work is reviewed through conferences and submitted reports for conformance with policy, provisions of law, rules and regulations.

SUPERVISION EXERCISED: To plan, coordinate, and supervise the work of a staff as required.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

Within the Office of Veterans Affairs, to be responsible for the development of veterans' service plans and policies which recommend a more productive allocation of veterans' system resources.

To identify the major service problems of the population.

To make recommendations for more efficient and effective strategies of intervening in problem areas.

To contribute to the implementation of the plans and policy recommendations.

To evaluate the effect of implemented programs.

To serve in a highly responsible planning, policy and communications capacity to the Director, Division of Veterans Affairs in the overall administration of all departmental activities.

To provide planning and policy assistance to the Director as required in carrying out his or her responsibilities.

To analyze and review existing laws, rules and regulations; to propose legislation and to report thereon to the Director.

To assist in the formulation and implementation of new proposals, programs, plans and policies regarding veterans programs and services.

To perform planning and policy liaison functions with and between the Office, the General Assembly, and other government officials.

To monitor all state and federal legislation, either proposed or enacted, and prepare and present position documents.

To research, develop, and draft required changes in legislation, rules and regulations concerning the provision of the General Laws.

To develop and implement a strategic communications program that includes activities such as constituent and legislative affairs, media relations and planning, digital marketing communications, community outreach, and employee communications.

To serve as the principal source within the Office of Veterans Affairs for the preparation and release of media information material in accordance with instructions and policies.

To maintain a continuous flow of informational material to the general public and affected communities for the purpose of providing timely information to improve public understanding and reception to office objectives.

To perform required liaison work with advocacy groups, state departments, federal agencies, local governments and private citizens to coordinate various services and maximize resources in developing programs; as required, to represent the Director at such meetings or conferences.

To work with the Director and various administrators within the agency for the development of annual reports, newsletters, and various informational packages relating to veterans issues and programs.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of the federal and state laws relating to veterans' benefits and programs administered by the Office of Veterans Affairs and outside agencies; the ability to interpret the provisions of such laws and to prepare opinions relating thereto for use in the administration of the functions of the agency; the ability to prepare, or direct the preparation of briefs, memoranda and miscellaneous documents; the ability to draft strategic plans, policies, rules and regulations having the force and effect of law, consistent with the purpose and provisions of applicable statutes and regulations; a thorough knowledge of the legislative process and the ability to analyze, interpret, research and explain existing and proposed federal and state legislation and directives affecting the agency and its programs; the ability to represent the agency to elected officials, legislative committees, and concerned organizations and individuals within the community; the ability to maintain an effective communications and public relations program, research, write and edit news releases, articles, and feature materials for use of media and publicity agencies; the ability to communicate effectively with media representatives, veterans' organizations, state departments, educational institutions, community organizations, and the general public; a working knowledge of individual and social factors relating to Veterans as they transition into the community; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: possession of a Master's Degree in Planning, Public Administration or a closely related field from an accredited institution of higher learning; and

Experience: Such as may have been gained through: considerable employment in a responsible administrative and supervisory capacity within an organization specializing in veterans' issues, and experience in the interpretation and application of pertinent laws, rules, regulations and decisions relative to veterans affairs.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: July 23, 2017