

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

Occ. Code 2243510

Public Participation Specialist 1, Grade 18	2243510
Public Participation Specialist 2, Grade 21	2243520
Public Participation Specialist 3, Grade 23	2243530
Public Participation Specialist 4, M-2	2243540

Brief Description of Class Series

Public Participation Specialists analyze, identify, and communicate Department of Environmental Conservation programs and proposed actions to the public; and develop approaches to solicit feedback and concerns of the public, through a variety of outreach strategies, in order to facilitate effective decision making by the agency's program and regional managers.

These positions are found only at the Department of Environmental Conservation.

Distinguishing Characteristics

Public Participation Specialist 1: journey-level; positions coordinate activities with various divisions and programs, in regional or central office locations, to develop a public outreach and participation program.

Public Participation Specialist 2: first supervisory level; supervises Public Participation Specialists 1 or other professional staff; manages participation and outreach programs in regional or central office locations, which may impact several divisions and communities simultaneously, or matters that require extensive time periods to address due to the impact and dimension of the issues at stake.

Public Participation Specialist 3: second supervisory level; supervises Public Participation Specialists 1 and 2; assists in the management of the statewide public participation program in the central office or manages the agency's broadest regional public participation programs.

Public Participation Specialist 4: management level; directs the agency's statewide public participation and outreach program; responsible for statewide public outreach campaigns required by State statutes, to meet federal grant obligations, or necessary to direct resources in environmental disasters and public health emergencies.

Related Classes

Public Information Specialists are engaged in the preparation of written material, editing and dissemination of informational materials concerning the programs and activities of a State agency through various media, including newspapers, radio, television, motion pictures, periodicals, social media, and State publications, with the major objective of conveying this information to the general public and to relevant audiences, including professional, trade or other specialized groups.

Illustrative Duties

Public Participation Specialist 1

Provides non-engineering technical assistance and information to consultants, public officials, and the regulated community in developing and implementing non-engineering aspects of regulatory, non-regulatory, and remedial programs.

Works with program staff to establish opportunities for public involvement.

Helps to monitor remedial action activities to ensure that adequate time and opportunities are included for public input.

Gathers and assists in the analysis of data for reports on public input.

Assists in the preparation of responsive summaries; develops communications networks.

Identifies and engages with interested and affected public or groups.

Develops and maintains contact lists of key community stakeholders for distribution of information.

Aids in the development and maintenance of document and information databases.

Develops and maintains directories of agencies, individuals, consultants and organizations involved in the agency's issues; participates in advisory committees.

Coordinates and facilitates public meetings, workshops, conferences, and hearings, both in person and virtually, and participates in the activities of advisory groups, as needed.

Attends meetings and events of other groups, as needed.

Addresses concerns of the public and government officials through proper channels and with the direction of program supervisors, regional director, and possibly central office staff.

Assists in handling and responding to correspondence and calls from individuals or groups seeking or providing information.

Aids in the preparation and distribution to internal and external audiences of brochures, booklets, audio-visual materials and displays, newsletters, technical reports, summaries, social media content, website content, and other educational and informational materials.

Assists in monitoring public opinion of the agency's activities.

May track media coverage of agency's activities.

May act as spokesperson for a program or administrator, preparing public relations materials, working with consultants, facilitating media interviews, and acting as a contact person or coordinator among various agencies, interest groups, and the public.

May serve in various internal or external coordinator roles to support specific aspects of agency operations.

Assists in public participation training on effective outreach strategies and best practices.

Public Participation Specialist 2

In addition to the duties described above for Public Participation Specialist 1, supervises lower-level Public Participation Specialist staff and/or other secondary staff assigned to the public outreach program.

Develops and implements public participation and community outreach programs.

Provides guidance to staff in the development of communication projects in support of regional or statewide public participation projects.

Prepares for and leads public meetings and other events, both in person and virtually, by making site arrangements, preparing agendas, creating the content to publicize the event, and facilitating question and answer sessions with the public.

Assists with preparation and review of fact sheets, site contact lists, or public participation plans for the agency's divisions regarding project updates and progress.

Creates and leads public participation training on effective outreach strategies and best practices.

Coordinates program staff input into the development, implementation and evaluation of policy.

Develops processes for selecting policy advisory technical committees and outlines their responsibilities.

Works with regional planning boards and other local government institutions to ensure the broadest possible involvement and participation of the public in relevant issues.

Reviews cooperative programs of involved agencies to determine their effectiveness and suggests methods to improve interagency coordination.

Prepares annual and summary reports of the nature and results of outreach initiatives.

Designs, conducts, and oversees the design of public opinion surveys.

Prepares and ensures the distribution of public information materials, including annual reports, brochures, booklets, audiovisual displays and other educational materials.

In the regional offices, in addition to tasks described above, may coordinate responses to media inquiries, respond directly to the media and to inquiries from local elected officials, and facilitate media interviews; attends regular meetings of senior level regional staff and the regional director to assist with coordination of public outreach activities in the region.

Public Participation Specialist 3

In addition to the duties described above for Public Participation Specialist 2, serves as an immediate assistant to the Public Participation Specialist 4 and supervises lower-level Public Participation Specialists and other secondary staff assigned to the program.

May serve as regional coordinator in the agency's regional offices.

Analyzes major agency programs and proposed actions.

Develops processes and statewide guidelines to seek out the attitudes and concerns of the public to facilitate effective decision-making by program managers.

Advises senior level agency staff in the theory and application of public involvement.

Conducts training in the theory and application of public involvement.

Provides program guidance to central office or regional offices.

Compiles and completes reports of public participation required by the federal government for various funding initiatives and programs.

Responds to high level communications and correspondence with government agencies and stakeholders.

Assists in the conceptualization, preparation and release of multi-media resources to the public.

In the central office, may function as bureau director in their absence. In the regional offices, attends regular meetings of senior level regional staff and the regional director to coordinate and implement the region's public outreach plan; and coordinates responses to high-level inquiries from the media, local elected officials, and executive agency staff.

Public Participation Specialist 4

Functions as bureau director, with full responsibility for the statewide public participation and outreach program.

Approves and directs statewide public outreach campaigns required by State statutes, to meet federal grant obligations, or necessary to direct appropriate resources in environmental disasters and public health emergencies.

Organizes and coordinates budget development for the bureau's outreach work.

Establishes and interprets the agency's policy in all matters related to public participation and outreach.

Supervises recruitment and training.

Monitors expenditures and reviews budget allocations and changes.

Develops goals, objectives, and annual work plans.

Determines work plan priorities.

Coordinates staff training seminars and workshops.

Directly supervises central office staff and monitors the activities of regional staff.

Establishes relationships with other policy level professionals within the agency, with professionals in other State and federal programs and agencies, and with leaders of public, private and non-profit interest groups.

Participates in intra and inter-agency high level committees and groups.

Minimum Qualifications

Public Participation Specialist 1

Open Competitive: Six years of experience developing and delivering professional presentations to technical or lay audiences or moderating, coordinating, facilitating, or leading public or stakeholder group meetings, or developing and presenting training or educational materials; developing and delivering professional presentations to public audiences, and planning and conducting public meetings; developing and presenting training and educational materials; or developing and implementing public involvement programs or activities.

Substitutions: An associate's degree may substitute for two years of experience; a bachelor's degree may substitute for four years of experience; a master's degree may substitute for five years of experience; and a doctorate may substitute for six years of experience.

Public Participation Specialist 2

Promotion: one year of service as a Public Participation Specialist 1.

Open-Competitive: Seven years of experience developing and delivering professional presentations to technical or lay audiences or moderating, coordinating, facilitating, or leading public or stakeholder group meetings, or developing and presenting training or educational materials; developing and delivering professional presentations to public audiences, and planning and conducting public meetings; developing and presenting training and educational materials; or developing and implementing public involvement programs or activities.

Substitutions: An associate's degree may substitute for two years of experience; a bachelor's degree may substitute for four years of experience; a master's degree may substitute for five years of experience; and a doctorate may substitute for six years of experience.

Public Participation Specialist 3

Promotion: one year of service as a Public Participation Specialist 2.

Public Participation Specialist 4

Promotion: one year of service as a Public Participation Specialist 3.

Note: Classification Standards illustrate the nature, extent, and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum requirements for appointment or examination.

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