

IF YOU ARE A GOOD WRITER....

Public Affairs Specialist

A BLM Public Affairs Specialist is responsible for administering, supervising, or performing work involved in establishing and maintaining mutual communication between Federal agencies and the general public. The Public Affairs Specialist identifies communication needs and develops materials that inform appropriate publics of the agency's policies, programs, services and activities. He or she plans, executes, and evaluates the effectiveness of information and communications programs in furthering agency goals. In addition, the Public Affairs Specialist may advise agency management on the potential public reaction to proposed policy and the public communication requirements inherent in disseminating policy decisions.

TO BE A PUBLIC AFFAIRS SPECIALIST:

Related Courses:

- Communication
- English
- Journalism
- Public Administration



BLM

