



Department of Transformation and Shared Services

Governor Asa Hutchinson

Secretary Amy Fecher

Director Kay Barnhill

Ex. E

June 15, 2022

The Honorable David Wallace, Co-Chairperson
The Honorable David Hillman, Co-Chairperson
Uniform Personnel Classification and
Compensation Plan Subcommittee
Joint Budget Committee
State Capitol Building, Room 315
Little Rock, Arkansas 72201

Dear Senator Wallace and Representative Hillman:

The Office of Personnel Management (OPM) submits a request from Department of Parks, Heritage & Tourism (ADPHT), Division of Shared Services, to obtain one position from the OPM Growth pool established by Ark. Code Ann. §21-5-225(b). The classification, which is also a new title, requested is listed below:

<u>CLASS CODE</u>	<u>TITLE</u>	<u>GRADE</u>	<u>SALARY RANGE</u>	<u>POSITION COUNT</u>
NEW	ADPHT Chief of Communications	GS12	\$69,776 - \$101,175	1

JUSTIFICATION

The ADPHT Chief of Communications position will be responsible for the overall direction of all department communications and will act as the media point of contact/spokesperson for the department. This growth pool is requested because ADPHT has determine that the current Administrative Services Manager, GS10, is too lowly graded now that the divisions have been merged. It manages eighteen (18) full-time staff and is highly public-facing in nature. If approved, the department plans to promote the current incumbent of position 22116745, Administrative Services Manager, GS10. Therefore, the expected cost is approximately \$9,296, including matching, over the current expenses and no additional general revenue funds are requested.

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The Office of Personnel Management has reviewed these requests and **recommends** the approval of one position from the OPM growth pool. Your approval of this request is greatly appreciated.

Sincerely,



Kay Barnhill, Director
Office of Personnel Management



06/03/2022

SECRETARY OF TRANSFORMATION & SHARED
SERVICES

DATE

KB/sd:1-2

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Asa Hutchinson
Governor
Stacy Hurst
Secretary

May 23, 2022

Ms. Kay Barnhill
State Personnel Director
TSS-Office of Personnel Management
501 Woodlane
Little Rock, AR 72201

Dear Kay:

Please consider this request one Growth Pool position for ADPHT as outlined below.

Shared Services, BA9912

The Department has merged all operations in its Communications section into a single, Department-wide shared service and now finds that the highest-ranking existing position in the section, a GS10 Administrative Services Manager is no longer an appropriate job title and grade for the responsibilities of the position. The Communications section consists of 18 full-time staff members including the Chief position who serves as the primary liaison to the media and direct spokesperson for the Department. In addition, the public-facing nature of our department's divisions requires exceptional leadership and deep experience in a wide range of media relations, publicity, graphic design, social media/website management, and marketing functions. Fortunately, the current incumbent for the Administrative Services Manager has these skills, but it has become clear the requirements of the role and expectations for the employee are beyond those of the GS10 position. To remain competitive in our staffing for this level of expertise, the Department has identified a need for a higher-classified position.

To address this need, ADPHT requests a GS12 position under a newly created title of ADPHT Chief of Communications. We believe this will align the position responsibilities with the appropriate pay scale. If approved, the plan is to promote the incumbent in position 22116745, Administrative Services Manager currently serving as the Chief of Communications with a salary plus personal services matching of \$92,958. This position would result in an increased personnel cost of \$85,824 including personal services matching.

Your favorable approval of this request is appreciated. Please contact me if further justification is needed.

Sincerely,

Stacy Hurst



Asa Hutchinson
Governor
Stacy Hurst
Secretary

CLASS SPECIFICATION

CLASS TITLE: ADPHT CHIEF OF COMMUNICATIONS

CLASS CODE:

CLASS SUMMARY:

The Arkansas Department of Parks, Heritage and Tourism (ADPHT) Chief of Communications is responsible for the overall direction of communications and acts as the media contact and spokesperson for the Department. This position is governed by state and federal laws and agency policy.

TYPICAL FUNCTIONS:

Serves as the primary liaison to the media through direct contact with news editors, reporters and photographers, fielding all media inquiries, and serves as the direct spokesperson for print, radio and television. Communicates regularly with communications staff of the Governor on media-related issues; manages external communications for the Department related to press releases and media advisories; conducts, organizes and participates in special events and seminars promoting division programs and community participation. Other responsibilities include editing materials produced by the communications section and other staff by reviewing weekly news/feature releases, Department publication, newsletters, etc.; solicits and coordinates media coverage of Department programs or emergency events to ensure accurate and complete information. Position will also directly supervise five full-time staff. Position has regular contact with ADPHT staff, Governor's Office staff, Legislators, ad agencies, media and the general public.

KNOWLEDGES, ABILITIES, AND SKILLS:

Knowledge of principles and practices of journalism, communications, and public relations. Knowledge of organizational management techniques. Knowledge of operational methods utilized by the media. Knowledge of processes utilized for publishing documented material. Ability to access and optimize the use of media advertising services. Ability to design advertising layouts for the purpose of displaying new applications. Ability to develop constructive working relationships. Ability to convey information to subordinate personnel using visual and verbal methods. Ability to represent within the presence of numerous types of interdepartmental personnel.

MINIMUM QUALIFICATIONS:

The formal education equivalent of a bachelor's degree in journalism, public relations, marketing, public or business administration or related field; plus, six years' of progressively more responsible experience in journalism, communications, public relations or marketing; including three years in a professional managerial capacity. Additional requirements determined by the agency for recruiting purposes require review and approval by the Office of Personnel Management. OTHER JOB-RELATED EDUCATION AND/OR

EXPERIENCE MAY BE SUBSTITUTED FOR ALL OR PART OF THESE BASIC REQUIREMENTS, EXCEPT FOR CERTIFICATION OR LICENSURE REQUIREMENTS, UPON APPROVAL OF THE QUALIFICATIONS REVIEW COMMITTEE.