

DEPARTMENT OF STATE CIVIL
SERVICE
P.O. BOX 94111-CAPITOL
STATION
BATON ROUGE, LA 70804-9444

UNCLASSIFIED POSITION AUTHORITY
APPROVAL

Form Est: 01/2017



Department:	0100 - EXECUTIVE DEPARTMENT
Agency:	0A04 - Louisiana Housing Corporation
Position Number:	50479588
Multiple position numbers:	No



Unclassified Authority Action:	Commission Approved 4.1(d)2 Position Renewed
Official Unclassified Job Title:	DIRECTOR
Job Code:	503820
Pay Range Minimum:	48.00
Pay Range Maximum:	72.00
Approval From:	02/05/2022
Approval To (Expiration Date):	02/04/2026
Additional Hours Approved:	
Comments:	



Log Number:	186202
Consultant:	CDU
Supervisor:	JLR



STATECIVILSERVICE

REQUEST FOR EXEMPTION FROM
THE CLASSIFIED SERVICE

Form Revision Date: 03/2019

STATE CIVIL SERVICE
P.O. BOX 94111 – CAPITOL STATION
BATON ROUGE, LA 70804-9111
SCSPDS@la.gov

AGENCY NAME	MAJOR AGENCY CODE	PERSONNEL AREA CODE
Louisiana Housing Corporation		OA04

TYPE OF REQUEST

- ☐ **DIRECTOR APPROVED [4.1(d)1]**
1245 hour limit in a 12 month period
☐ NEW POSITION AUTHORITY
PROPOSED EFFECTIVE DATE
☐ RENEWAL OF POSITION AUTHORITY
☐ EXTENSION OF 1245 HOUR RESTRICTION
(Commission approval required)
ADDITIONAL HOURS REQUESTED
- ☒ **COMMISSION APPROVED [4.1(d)2]**
☐ NEW POSITION AUTHORITY
PROPOSED EFFECTIVE DATE
☒ RENEWAL OF POSITION AUTHORITY

NEW POSITION AUTHORITY INFORMATION

JOB TITLE	JOB CODE (if known)	WORKING JOB TITLE (if used)	REPORTS TO (JOB TITLE)
PAY RANGE (Hourly)	NUMBER OF POSITIONS REQUESTED	LENGTH OF TIME POSITION(S) NEEDED	

INFORMATION REQUIRED FOR NEW POSITION FOR LA GOV HCM AGENCIES ONLY

ORGANIZATIONAL UNIT NUMBER	COST CENTER NUMBER /FUND	WORK PARISH	PERSONNEL SUBAREA
EMPLOYEE GROUP (CHOOSE ONE) <input type="checkbox"/> FT HOURLY <input type="checkbox"/> FT SALARY <input type="checkbox"/> PT HOURLY			

RENEWAL OF POSITION AUTHORITY INFORMATION

CURRENT EXPIRATION DATE 02/04/2022	CURRENT POSITION NUMBER(S) 50479588	NUMBER OF POSITIONS 1
JOB TITLE Director Of Public Affairs	JOB CODE (if known) 503820	WORKING JOB TITLE (if used) Executive Director
PAY RANGE (Hourly) \$100,000 - \$150,000	NUMBER OF HOURS WORKED (in previous appointment period) <i>Applies to Director Approved [4.1(d)1] Positions Only</i>	
EMPLOYEE NAME(S) VACANT	EMPLOYEE ID(s)	

EXTENSION OF 1245 HOUR RESTRICTION INFORMATION

EMPLOYEE NAME(S)	EMPLOYEE ID(s)	
POSITION NUMBER(S)	JOB TITLE	JOB CODE
EFFECTIVE DATE OF APPOINTMENT	ONE YEAR APPOINTMENT EXPIRATION DATE	NUMBER OF HOURS EMPLOYEE HAS ALREADY WORKED IN THIS POSITION? Hours as of Date

ADDITIONAL INFORMATION

Please explain why a classified appointment is not appropriate for this position (i.e. unique background or qualifications) What makes these duties distinctively different from similar duties in the classified service?

The Louisiana Housing Corporation (LHC), as a housing finance agency, offers a variety of programs, products, and services that are technical in nature. The incumbent in this position must be an expert in conveying complex technical concepts using communications tools that will expand the Corporation's reach and educate legislators, elected officials and the public about the Corporation's programs.

This will include, but not be limited to, experience developing collateral materials that condense technical program details into easy-to-read documents that expand service delivery in rural and outlying areas of the state; and using a wide range of communications products that meet our prospective community partners where they are. The Director of Public Affairs must understand the technical aspects of various types of financial instruments and have the ability to market those products to a wide audience. Additionally, the incumbent, who is part of the Executive Team, advises the Executive Team on messaging, media, and marketing to various constituencies across the state.

The Director of Public Affairs coordinates LHC's overall communications strategy and is responsible for directing organizational messaging, constituent services, community outreach, public relations, and competitive marketing utilizing electronic, paper, video, and any other medium. The incumbent will work collaboratively with the Executive and Leadership Teams to develop and implement communications strategies that broaden the impact of the Corporation's programs.

If based on an initiative of the Agency Head, explain the program or project based on this initiative and the level and duration of this work.

AGENCY APPROVAL

Signature of Appointing Authority or Designee

DATE

1/12/2022

Print Name and Title of Person Signing this Request

Bradley R. Sweazy, Interim Executive Director

CONTACT INFORMATION (HUMAN RESOURCES)

NAME Denise Ackoury

EMAIL dackoury@lhc.la.gov

Phone Number

225-763-8841

JOB DUTIES AND RESPONSIBILITIES

ORGANIZATIONAL CHART MUST BE ATTACHED

Provide a brief statement describing the function of work or reason why the position exists. List duties indicating the percent of time spent for each area of responsibility. If applicable, describe any unusual physical demands and/or unavoidable hazards of the position. Attach additional pages if necessary.

PERCENTAGES MUST TOTAL 100% LIST DUTIES IN DECREASING ORDER OF IMPORTANCE / COMPLEXITY. THE NEED FOR SPECIAL LICENSE, POLICE COMMISSION, KNOWLEDGE OR TRAINING MUST BE INDICATED BELOW, IF APPLICABLE.

30% Identifies significant media and public policy issues that can be leveraged to support the Corporation's work, and creates and implements plans to use them to the best advantage. Develops integrated strategic communications plans to advance LHC's brand identity and broaden awareness of its programs and priorities.

20% Works with Executive and Leadership Teams to achieve organizational goals and objectives by administering the communications, marketing, community outreach, and public relations initiatives as determined through the organizational strategic planning process. Develops effective communications plans that leverage, develop, integrate, and implement marketing and public relations activities designed to enhance the Corporation's brand.

Oversees the research of materials for speeches written for Corporation executives.

20% Evaluates LHC's core messages to ensure brand consistency. Creates and launches new media and marketing strategies for specialized statewide marketing programs. Determines short and long-term marketing goals for the LHC and its programs, including but not limited to, community outreach activities, educational opportunities, and product placement, to place us better in a competitive environment in certain markets. Develops and implements public relations programs for both on-going and new programs within the Corporation. This includes preparation of news releases, fact sheets, media advisories, brochures, posters, press conferences, articles, Public Service Announcements, audio-visual programs and/or billboards. Develops evaluative tools to test and research the effectiveness of difference media channels and mediums.

10% Oversees organizational response to inquiries about the Corporation. Resolves public affairs issues. Cultivates and maintains strong media relationship. Interacts with agency staff, news media representatives, public relations officials, legislators, representatives from federal agencies and international organizations, and the Governor's press office on issues relating to public relations activities within LHC.

10% Serves as executive editor for the development, production, and maintenance of the Corporation's internal and external communication vehicles, including the main website, marketing materials, publications, newsletters, invitations, flyers, advertisements, and annual reports.

10% Performs all supervisory functions of direct reports including: interviewing, hiring, and training employees; planning, assigning, and directing work; evaluating performance; rewarding and disciplining employees; addressing complaints; and resolving problems.

Performs any additional duties and responsibilities as assigned.