

# PUBLIC AFFAIRS OFFICER

Recruitment #23-006095-0002

DEPARTMENT West North Avenue Development Authority

DATE OPENED 5/18/2023 11:59:00 PM

FILING  
DEADLINE Open Until Filled

SALARY \$59,608.00 - \$92,290.00/year

EMPLOYMENT  
TYPE Full-Time

HR ANALYST Bianca Forte

WORK  
LOCATION Baltimore City

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## Introduction

The West North Avenue Development Authority for Baltimore City is the economic development agency for the State of Maryland to benefit the neighborhoods of West Baltimore. The Authority initiates and funds comprehensive housing, economic, transportation, and neighborhood development by providing grants and low-interest loans to real estate developers, IT, light-manufacturing, and product production business start-ups, and commercial retail entrepreneurs participating in the revitalization of West Baltimore through acquisition, development, and repurposing of vacant, blighted, and abandon residential and commercial properties for economic development.

The goals of the Authority are too:

- Create a forum for residents to come together on one comprehensive economic, housing, transportation, and neighborhood revitalization plan for West North Avenue.

- Serve as a clearinghouse and resource center for promoting coordination and communication on development opportunities for West North Avenue.
- Ensure State and City funds are spent effectively and efficiently for development, and that development is happening in the appropriate way for West North Avenue.
- Provide advisory services to State, City and Non-government agencies on planning and development for West North Avenue.
- “Initiate” and “Fund” real estate and infrastructure development projects for West North Avenue.

The Authority is a first in the nation quasi-government economic development agency dedicated towards addressing the systemic discriminatory effects of redlining, that is anchored by an HBCU (Coppin State University) and a public arts college (MICA). The authority will become a national model for using unrestricted, creative and alternative funding and financing tools to bring economic equity with parity to marginalized communities while collaboratively engaging with the next generation of thought leaders to address these issues from two of Maryland’s prestigious academic institutions.

The Authority has presently identified six strategic development zones for single-family homeownership redevelopment, commercial, retail, and restaurant enterprise, and large-scale multifamily market-rate housing, along with the inclusion of trans-oriented development and green-space for parks and recreational activities.

The staff of the Authority will need to be highly advanced in their profession with the ability to make sound and logical independent judgements on programmatic and fiscal matters to successfully implement core duties and responsibilities of their position description. The West North Avenue Development Authority offers a flexible work schedule, telework, training, advancement and career path opportunities, causal business dress, and a competitive salary. The offices of the agency are currently located on the campus of Coppin State University. All employees of the Authority will benefit from access to the cafeteria and gym facilities on the campus of Coppin State University, along with full reimbursement of an annual campus parking pass and \$50/month for cell phone. The Authority will soon participate in a Live-Near-Your Work program offering \$25,000 - \$50,000 in down payment assistance to full-time benefits-eligible employees who purchase homes in designated neighborhoods of West Baltimore.

The Authority has plans to rehabilitate a historic B&O railroad building for its offices on a soon to be revitalized commercial and retail Walbrook Mill lumber yard site next to Coppin State University and the Walbrook Mill Food Hall on W. North Ave.

**GRADE**

17

**LOCATION OF POSITION**

2500 West North Avenue Baltimore, MD 21216

The position will work out of offices located on the campus of Coppin State University.

## POSITION DUTIES

The Public Affairs Officer will support the West North Avenue Development Authority in community outreach materials and newsletters, marketing, social media and website content management, news media relations, and event planning.

The position is responsible for:

- Evaluating and assessing the informational, publicity and public relations needs of an agency and for planning, developing and directing a comprehensive program designed to fulfill those needs.
- Gathering of data, assembly of information, preparation of news articles and the development of informational materials for the agency.
- Managing the planning, directing and coordinating with the Executive Director for release of news articles, feature stories and radio and television presentations,
- Review delivery of speeches, formal and informal talks and lectures,
- PowerPoint presentations to various civic and community groups and members of the general public interested in agency operations and services.

## MINIMUM QUALIFICATIONS

**Education:** A Bachelor's degree from an accredited college or university in Public Relations, Journalism, Marketing, Mass Media, Communications or other related fields of study.

**Experience:** 5 years of professional experience in journalism, public relations, marketing, mass media and communications.

**Notes:**

1. Candidates may substitute additional professional experience as defined above on a year-for-year basis for the required education.
2. Candidates may substitute additional job-related education at a rate of thirty credit hours for each year of experience for up to two years of the required experience.
3. Candidates may substitute U.S. Armed Forces military service experience as a commissioned officer in business and industry classification or business and industry specialty codes in the related field of work on a year-for-year basis for the required experience and education.

## DESIRED OR PREFERRED QUALIFICATIONS

*Preference will be given to applicants who possess the following preferred qualification(s). Include clear and specific information on your application regarding your qualifications.*

1. Experience assessing and evaluating the public information and publicity needs of a government agency or nonprofit organization engaged in community development outreach;

2. Experience applying the methods, procedures and techniques applied in the preparation, composition, editing, and presentation of speeches, pamphlets, reports, visual material, news and feature articles and a variety of other promotional and publicity information;
3. Experience applying effective methods of obtaining adequate publicity for an agency's program and activities through relationships with local and national media.

## SELECTION PROCESS

Please provide sufficient information on your application to document that you meet the minimum qualifications for this recruitment. Unofficial transcripts, certifications or diplomas to document educational or certification qualifications are required. Educational credentials from foreign countries must be evaluated by an approved education review service. This evaluation must be submitted with your application. For further information, you may call International Consultants of Delaware, Inc. (302) 737-8715 or World Education Services Inc. 1-800-932-3897 or (202) 331-2925. Successful candidates will be placed on the employment (eligible) list for at least one year. Eligible list may be used to fill future vacancies of the same classification. Successful candidates must document eligibility to work in the U.S. upon hire.

Please note: The West North Avenue Development Authority is not sponsoring new employees in application of the H-1B Visa at this time due to budgetary constraints. All applicants must be legally authorized to work in the United States under the Immigration and Reform Control Act of 1986. Federal regulations prohibit H1B Visa candidates from paying sponsorship fees, all sponsorship fees must be assumed by the potential employer.

## EXAMINATION PROCESS

The examination will consist of a rating of your education, training, and experience related to the requirements of the position. You may be required to complete a qualifications supplement, or the rating may be based on your application. Therefore, it is important that you provide complete and accurate information on your application. Report all experience and education that is related to this position.

## BENEFITS

[STATE OF MARYLAND BENEFITS](#)

## FURTHER INSTRUCTIONS

Online applications are highly recommended. However, if you are unable to apply online, the paper application and supplemental questionnaire may be submitted to:

Department of Budget and Management,  
Recruitment and Examination Division,  
301 W. Preston St.

**Baltimore, MD 21201.**

**Paper application materials must be received in our office by the closing date for the recruitment. No postmarks will be accepted. For questions regarding this recruitment, please contact the DBM Recruitment and Examination Division at [Application.Help@maryland.gov](mailto:Application.Help@maryland.gov) or 410-767-4850, MD TTY Relay Service 1-800-735-2258.**

**We thank our Veterans for their service to our country. People with disabilities and bilingual candidates are encouraged to apply.**

**As an equal opportunity employer, Maryland is committed to recruitment, retaining and promoting employees who are reflective of the State's diversity.**

**[APPLY](#)**