



**Homeland
Security**

PUBLIC AFFAIRS INTERNSHIP SCOPE OF WORK

Interns will be working on projects related to the mission of the Office of Public Affairs and its functional areas:

Internal Communications

- Ensures that key policy, procedural, and operational information from headquarters is disseminated and understood by the Department's employees.
- Works closely with peers in the Department's component agencies to coordinate messaging and evaluate how best to practice and promote two-way communication.
- Researches communication needs and provides and maintains a comprehensive range of media to address the communication needs of the organization.
- Enables effective organizational change and enhances morale and works to ensure that senior managers are perceived as effective communicators.
- Manages the Department's branding (identity) efforts to include proper use of the DHS seal and enforces all branding guidelines.

Incident Communications

- Ensures that, as appropriate, information related to domestic incidents is gathered and provided to the public.
- Coordinates the communication for incidents of various magnitudes from Developing to Catastrophic.

Press

- Serves as the Department's principle point of contact for media inquiries and outreach.
- Informs the media on Department activities and priorities and policies of the Secretary and the President with regard to homeland security.
- Advises the Secretary and other Department officials on all aspects of media relations.
- Coordinates senior leadership interviews and news conferences.
- Prepares and issues department news releases, fact sheets, statements, and other supporting documentation.

READY Campaign

- Promotes individual emergency preparedness through *Ready* Campaign and Citizen Corps as part of a broader national effort.
- Designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.

Strategic Communications

- Works closely with the DHS Policy office, conducts mid- to long-range strategic communications planning, and strengthens coordination with other Federal departments and agencies.
- Serves as a liaison between DHS and non-governmental organizations to improve public awareness of Department programs and policies.
- Established meaningful dialogue on issues of importance with key groups and stakeholders
- Coordinates speaking engagements, briefings, and conference programs.

- Coordinates internally with Department offices and components on a regular basis to organize and implement communication rollout plans and ensures complete understanding and support for future policies.
- Produces reviews, distributes FAQ's, fact sheets, and Public Affairs Guidance for upcoming initiatives and policies.

Web Communications

- Advances and promotes strategic opportunities to address department mission needs using internet and web communications
- Develops strategies, policies and procedures to ensure DHS content is timely, accurate, up-to-date and meets the needs of citizens and stakeholders.
- Advocates web-based communications and provide guidance to DHS on web communications.
- Develops, directs, and maintains Department websites.
- Develops strategies to promote key areas of the web site to ensure the citizens, governments, and businesses can find Homeland Security content.
- Represents the Department on interagency efforts related to web content.
- Manages interagency web incident communications.