



Hiawatha National Forest

PUBLIC AFFAIRS SPECIALIST GS-1035-09

July 2019

Outreach

Hiawatha National Forest is considering filling a GS-1035-09 Public Affairs Specialist term position with a duty station of Gladstone, MI.

The purpose of this Outreach Notice is to determine the potential applicant pool for this position and to establish the appropriate recruitment method, series, and area of consideration for the advertisement (Vacancy Announcement). Responses received from this outreach notice will be relied upon to make this determination.

To Respond: If you are interested in this position, please visit the Forest Service Outreach Database online (<https://fsoutreach.gdcil.com/Outreach>). Search for **this position**, and select it. In the lower right hand corner of the Outreach Notice, select the “Respond” button and fill out the form. Please respond by August 14, 2019.

When advertised, the Vacancy Announcement will appear on the [USA Jobs website](#). An announcement number would be added to the Outreach Notice on the Forest Service Outreach Database when available. The opening and closing dates would also be added.



About The Position

At the full potential for the position, the incumbent’s responsibility would include managing several projects for the integration of mobile technologies to enhance public awareness of Forest Service activities, including use of structured educational tools to translate technical and scientific



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017



information into formats that are easily understood by diverse communities, cultures and people of all ages. The position reports to and assists the Forest Public Affairs Officer.

Through a Washington Office partnership, the Hiawatha National Forest (NIF) recently initiated a service agreement with Agents of Discovery (AoD), a location based mobile gaming application for smartphone devices. The incumbent will be responsible for designing, developing, and implementing AoD missions to increase public awareness of Forest Management operations, enhance recreational opportunities, and to deliver educational and interpretive programming in support of Agency objectives to develop public support, increase partnership opportunities, and to do a better job of telling our story. Previous experience developing mobile content is required.

The incumbent will also be responsible for researching and testing additional mobile media platforms for potential implementation by HIF in support of Forest and Agency objectives, with specific emphasis on Forest achievement of flagship targets.

The incumbent will be responsible for coordination with local partners, forest program managers, and other Agency and private sector AoD Mission Managers, to ensure that implementation of mobile programming adheres to all local, state, and federal laws, as well as all Forest Service policies pertaining to public safety, legal access, and resource protection.

This position is part of our Public Affairs team and will be supervised by the Forest Public Affairs officer. The work will include a mix of field and office work. The field work may include collecting location specific information for the development of mobile content, as well as leading public engagements associated with regularly scheduled releases of new AoD missions and other mobile media programming.

See the position description for more information.

Benefits of Forest Service Employment:

- Highly competitive Federal Health, Vision and Dental Plans
- Transportation subsidies for commuters
- Life Insurance and Long-Term Care Insurance for Employee and Family Members
- Flexible Spending Accounts
- Wellness programs that allow for reimbursement of Fitness Memberships and/or Work-time to exercise
- Comprehensive Federal Retirement Package

For more information on these benefits, please visit [the Forest Service's web page](#).

Duty Station



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017



Supervisor's Office: The Hiawatha National Forest Supervisor's Office is located in Gladstone, MI. The incumbent's official duty station will be Gladstone, MI.

Hiawatha National Forest lies in the central and eastern Upper Peninsula of Michigan. Approximately 1 million acres fall within the forest boundary. Hiawatha National Forest is divided geographically into two units. Munising Ranger District and Rapid River/Manistique Ranger District comprise the Forest's West Unit with shoreline on Lake Superior and Lake Michigan. The Forest's East Unit includes the St. Ignace and Sault Ste. Marie Ranger Districts, with shoreline on Lakes Superior, Michigan and Huron.

MISSION: Hiawatha National Forest sustains the health, diversity and productivity of the Forest's resources to meet the needs of present and future generations through conservation. We will accomplish this mission through:

- Integration - We achieve Forest goals through interdisciplinary planning and implementation of projects, emphasizing teamwork.
- Innovation - We achieve Forest efficiency and effectiveness working with partnerships, stewardship contracting, volunteers, and better systems approaches.
- Safety - Our core values include safety and wellness, which guide our daily operations.
- Diversity - We strive to develop a versatile workforce to serve our diverse public.

VISION: Your Great Lakes National Forest inspires unforgettable experiences and sustains ecosystems and livelihoods through collaborative, science-based land management.

The Forest's **SIGNIFICANCE** includes:

- The Forest's ASQ is 109mmbf, as determined in its 2006 LMP. In recent years our cut has been about 45MMBF.
- The Forest's uniqueness stems largely from its proximity to three Great Lakes. The Great Lakes affect its weather, recreation opportunities, scenery, historic sites, hydrology and ecosystem diversity. The Forest's recreation niche, "Your Great Lakes National Forest" captures some of this uniqueness by focusing on the Forest's "Great Lakeshores" (Lakes Superior, Michigan and Huron), "Great Lighthouses" (Point Iroquois, North Light, East Channel Light, Christmas Range Light, Peninsula Point and Round Island Lighthouse); "Great Islands" (Grand Island, Round Island, and St. Vitals Island); and "Great Snow" (referring to the hundreds of inches of snow that fall each winter)
- Clear Lake Education Center, a former CCC camp turned award-winning environmental education center offering day and residential learning experiences focused on natural resources. High and low ropes courses are also offered. The center is cooperated through partnership with Delta Schoolcraft Intermediate School District and Marquette Alger



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017



Regional Education Service Agency. An interagency team has committed to transitioning the center to an interagency format, initially including USFS and NPS.

- Six lighthouses located on NF land, including Grand Island North Light, East Channel Light, Christmas Range Lights, Peninsula Point Light, Round Island Light, and Point Iroquois Light Station.
- Whitefish Bay Scenic Byway, which offers a premier view of Lake Superior including historic interpretation of Point Iroquois Light Station.
- Natural History Associations – Two associations actively fund the Forest’s interpretive and conservation education efforts. Hiawatha Interpretive Association serves Munising and Rapid River/Manistique Ranger Districts. Eastern National Forest Interpretive Association serves St. Ignace/Sault Ste. Marie Ranger Districts.

Community Information

Gladstone (population 4,751) is located on the picturesque shores of Little Bay de Noc. Our location offers our residents and visitors numerous year-round activities. Gladstone has the small town feel for which the Upper Peninsula is known. The City offers its own city-owned/operated utilities and campground. Gladstone School system has two elementary, one middle and one high school.

Gladstone’s economy is focused around service and timber industry business. Primary employers include federal/state/local government, a paper manufacturing operation, and numerous small businesses that support the local recreation and winter sports.

Cultural and recreation opportunities in Gladstone include a concert in the park series, a farmers market, and a marina during the snow-free seasons. A walking and biking path connects the community with Escanaba. During winter, there is a small ski and tubing hill, and nearby cross-country ski trails.

Delta County Airport (Escanaba) serves the city with daily flights to larger airports. Major transportation routes in Gladstone include US Highway 2, US Highway 41, and M-35. Delta Area Transit Authority operates a bus system throughout Delta County. A commuter lot is located in Gladstone.

Eight public school districts and two private schools operate in Delta County. Post-secondary educational institutions include Bay de Noc Community College, located in Escanaba, and Northern Michigan University, located about 60 miles away in Marquette, MI. Gladstone is also a qualified Arbor Day Foundation “Tree City” for its commitment to its city tree program.

Delta County (population 37,200) is located in the central Upper Peninsula and lies on the shore of Lake Michigan. The county prides itself in having more fresh water shoreline than any other



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017



county in the nation. The county includes of a mix of private and public lands including Escanaba State Forest and Hiawatha National Forest.

If you're looking for outdoor recreation opportunities, Delta County has much to offer. Residents enjoy a wide range of outdoor pursuits including sea kayaking, canoeing, camping, mountain biking, hiking, trail running, cross-country skiing, ice fishing, snowshoeing and more. The City of Escanaba Recreation Department offers a variety of recreational activities and leagues, and the Delta YMCA offers a variety of recreational activities and classes promoting family wellness.

Surrounding Area Escanaba (population 18,500) is located on Little Bay de Noc, adjacent to Gladstone. Commuters and shoppers travel between the two communities. Escanaba offers schools, parks, trails, recreation, a summer concert series, a harbor, Health care/hospital and other amenities. Cultural opportunities in Escanaba include the William Bonifas Fine Art Center, the Waterfront Art Festival, Escanaba City Band, Players de Noc, and Bay de Noc Choral Society, and many smaller arts organizations, art galleries, and musical performing groups.

Marquette (population 19,700) is the Upper Peninsula's largest city. Located on Lake Superior about 65 miles north of Escanaba, it is a handy location in which to find additional options including medical services, shopping, art, culture, entertainment, restaurants and more. Marquette is home to Northern Michigan University and Marquette General Hospital, numerous clinics, several malls and large chain stores, a food coop, theaters, and a YMCA.

Websites For more Information about the surrounding area, visit the following the websites:

[City of Gladstone](#)

[Delta County](#)

[Bays de Noc Convention & Visitors Bureau](#)



Contacts

For more information about this opportunity, feel free to contact Janel Crooks, 906-428-5829.

Please Note:

FOREST SERVICE EMPLOYEES ON THE WORKFORCE REDUCTION PLACEMENT SYSTEM LIST WILL RECEIVE PRIORITY CONSIDERATION AND CTAP/ICTAP CANDIDATES WILL RECEIVE THE APPROPRIATE CONSIDERATION.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex,



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017



United States Department of Agriculture

marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202)720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, DC 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.



Hiawatha National Forest
820 Rains Drive
Gladstone, MI 49837

[Hiawatha National Forest Homepage](#)

USDA is an equal opportunity provider and employer.

Edited 12/2017