

# **Position Descriptions**

**April 2009**



**United States Coast Guard Auxiliary**

**Department of Public Affairs**

**Robert E. Nelson, Department Chief**

**Thomas Nunes, Deputy Department Chief**

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## **Chief, Department of Public Affairs (DC-A)**

Chief, Department of Public Affairs, under the general direction of the National Commodore and the National Directorate Commodore for Member Services, shall ensure that policies established by the Coast Guard, the National Commodore and National Board are effectively executed and shall:

- Promote the Auxiliary public image using newspaper, television, radio, trade journals, magazines, and related public media, including boat shows and exhibits.
- Provide appropriate news coverage for meetings of the National Board, National Conferences, and other functions where the members of the National Executive Committee participate.
- Maintain active lines of communication with district, division and flotilla staff officers, providing useful public affairs and promotional materials and guidance relating to their programs and goals.
- Develop effective liaison with national organizations to facilitate joint activities and their support of the Auxiliary.
- Develop and maintain the Auxiliary National Communications Plan, informing Auxiliary customers concerning the Auxiliary, its objectives, programs and activities.
- Maintain monthly flow of information on Auxiliary activities and accomplishments to Coast Guard flag officers.

## **Deputy Chief, Department of Public Affairs (DC-Ad)**

DEPUTY CHIEF, DEPARTMENT OF PUBLIC AFFAIRS, under the general direction of the Chief, Public Affairs Department, shall ensure that policies established by the Coast Guard, the National Commodore and National Board are effectively executed and shall:

- Function as Chief of Staff of the department, coordinating division staff and periodic reporting of division goals, accomplishments, and challenges.
- Coordinate projects involving technology, including Internet and digital video formats. Act as moderator of the public affairs list servers, "AUXPA" and "AUXPAO". Assist in combining creative and technical resources to produce the department web site and the public information web pages on the National Auxiliary web site.
- Direct the development of training resources, including the department's training modules presented at the National Auxiliary Training Conference ("N-TRAIN").
- Perform such other duties as may be assigned by DC-A.

## **Division Chief General Duties**

- Under the immediate supervision of the Chief of the Department, lead branch chiefs assigned to the division.
- Ensure that policies established by the appropriate manuals, and amplified by the National Commodore and National Board are effectively executed.
- Submit written reports as may be required by the Department Chief.
- Participate in planning of seminars, workshops, fora, and panel discussions for meetings, as may be directed.
- Inform the Department Chief/Deputy Chief concerning Division activities furnishing copies of correspondence as needed.
- Act as custodian for important records, minutes, books, documents, correspondence and other such Auxiliary property that may be assigned, and delivering same to successor(s) upon relief.
- Consult frequently with the Department Chief /Deputy.
- Consult frequently with the Branch Chiefs.
- Ensure that verbal instructions to Branch Chiefs are confirmed in writing.
- Ensure that branch chiefs comply with policies established for their respective offices by appropriate directives and amplified by the National Board, the National Executive Committee, and the National Commodore.
- Maintain a report control system.
- Keep appropriate district, division and flotilla staff officers informed of activities within the specialty area copying the district commodore(s) concerned.

## Branch Chief General Duties

- Under the immediate supervision of the Division Chief, lead the branch.
- Ensure policies established by competent authority are effectively executed.
- Submit reports as required by the division chief.
- Participate in planning seminars, workshops, fora and panel discussions for meetings as directed by the division chief.
- Inform the division chief of Branch matters furnishing copies of correspondence when requested.
- Act as custodian of records, minutes, books, documents, correspondence, and other Auxiliary property, and deliver same to successor(s) upon relief.
- Consult frequently with the Division Chief.
- Ensure reports are promptly submitted.
- Keep appropriate district, division and flotilla staff officers informed of activities within the specialty area copying the district commodore(s) concerned.
- Achieve short and long-term goals within the responsibility of the branch.
- Write articles for *The Navigator*.
- Supervise branch assistants.
- Obtain appropriate approvals for changes in procedures and/or policies.
- Perform other duties as may be assigned.

## Branch Assistant General Duties

- Under the immediate supervision of the Branch Chief, lead the Auxiliary activity in a specialty area.
- Ensure policies established by competent authority are effectively executed.
- Submit reports as required.
- Participate in planning seminars, workshops, fora and panel discussions for meetings as directed.
- Inform the branch chief of branch matters furnishing copies of correspondence when requested.
- Act as custodian of records, minutes, books, documents, correspondence, and other Auxiliary property, and deliver same to successor(s) upon relief.
- Consult frequently with the Branch Chief.
- Ensure reports are promptly submitted.
- Keep appropriate district, division and flotilla staff officers informed of activities within the specialty area copying the district commodore(s) concerned.
- Achieve short and long-term goals within the responsibility of the branch.
- Write articles for *The Navigator*.
- Obtain appropriate approvals for changes in procedures and/or policies.
- Perform other duties as may be assigned.

## **Publications Division (DVC-AP)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Publish *The Navigator*, *SITREP*, and *AUX e-news*.
- Assist National Departments, the National Executive Committee, the National Board, and the Coast Guard developing literature, posters and promotional circulars, brochures and similar materials.
- Establish & maintain professional photo standards within the Auxiliary.
- Encourage video production throughout the Auxiliary and coordinate National Video productions.
- Work closely with the Media relations Division ensuring effective participation by Districts in National publications.
- Write and maintain a Publications Guide that will provide guidance to Publications Officers on proper style and standards for producing newsletters and other methods of disseminating information to the membership.
- Perform other duties as may be assigned.

## **Graphics Branch Chief (BC-APG)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work with other personnel in the Department of Public Affairs, the Coast Guard and other Auxiliary staff to develop original graphics for Auxiliary texts, training manuals and promotional materials.
- Perform other duties as may be assigned.

## **Branch Assistant, Graphics/Brochures (BA-APGB)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Act as principal technical advisor concerning brochure development and production..
- Lead teams producing new or revised brochures
- Produce graphics and brochures
- Perform other duties as may be assigned.

## **Branch Assistant, Graphics/PowerPoint (BA-APGP)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Act as principal technical advisor concerning PowerPoint development and production..
- Lead teams producing new or revised PowerPoint productions.
- Produce PowerPoint's.
- Perform such other duties as may be assigned..

## **Branch Chief, Video (BC-APV)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Direct and coordinate the activities of assigned video projects.
- Act as producer and director of video productions or designate an appropriately trained member to assume these responsibilities. Review all scripts prior to production.
- Establish and maintain close liaison with all National Departments in relation to their video needs. Act as a focal point for all Auxiliary video productions.
- Maintain close liaison with Coast Guard Headquarters re: Auxiliary video production and archived videos
- Adequately staff and train a Videography Corps, composed of non-National Staff members throughout the country who are available for video assignments upon request from DCOs, DCs and/or their delegates
- Assure that a library of Auxiliary video tapes and master copies are maintained.
- Identify and procure video shots, scenes and sequences and maintain a file for future use (i.e. B Roll).
- Perform other duties as may be assigned.

## **Branch Assistant, Video West (BA-APVW)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Coordinate video activities.
- Identify video technical capabilities within including camera work, editing, production, post-production, duplication, archiving and storage.
- Field and place specific requests for video assistance in the Region.
- Perform other duties as may be assigned.

## **Branch Assistant, Video Central (BA-APVC)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Coordinate video activities.
- Identify video technical capabilities within including camera work, editing, production, post-production, duplication, archiving and storage.
- Field and place specific requests for video assistance in the Region.
- Perform other duties as may be assigned.

## **Branch Assistant, Video East (BA-APVE)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Coordinate video activities.
- Identify video technical capabilities within including camera work, editing, production, post-production, duplication, archiving and storage.
- Field and place specific requests for video assistance in the Region.
- Perform other duties as may be assigned.

## **Branch Assistant, Anchor (BA-APVA)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Serve as on-scene talent and/or voice over artist for Auxiliary audio/video productions..
- Perform other duties as may be assigned.

## **Branch Chief, Audio (BC-APA)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Direct and coordinate the activities of assigned audio projects.
- Act as producer and director of audio productions or designate an appropriately trained member to assume these responsibilities. Review all scripts prior to production.
- Establish and maintain close liaison with National Departments in relation to their audio needs. Act as a focal point for all Auxiliary audio productions.
- Maintain close liaison with Coast Guard Headquarters in regard to Auxiliary audio production and archived audio files.
- Assure that a library of Auxiliary audio tapes and disks is maintained.
- Identify and produce audio projects and maintain downloadable files.
- Perform other duties as may be assigned.

## **Branch Chief, Photography (BC-APP)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Build, maintain and coordinate a still photography program in the Coast Guard Auxiliary (the Photo Corps). Emphasis is to obtain high resolution still photos.
- Identify professional and advanced amateur photographers who have adequate equipment. Photographers will not hold a National staff position, but will serve as a member of the Photography Corps.
- Provide information to the AUXPA web site (maintained by the A-Department) so the BC-APP and photographers can be contacted. Maintain a roster of Photography Corps Members making contact with each member (via email) at least once a month. As needed, send updated rosters to the DSO-PAs, Department Chief's, etc.
- Establish a photojournalistic style for photographs setting quality and editorial.
- Maintain contact and a working relationship with the Coast Guard Imagery promoting Coast Guard and Auxiliary photography and cooperation.
- Perform other duties as may be assigned.

## **Branch Chief, Navigator (BC-APN)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Edit the Auxiliary's national magazine, *The Navigator*, maintaining the highest quality and broad reader interest.
- Comply with directives provided by the National Commodore and the Chief, Department of Public Affairs.
- Provide a "Proof" copy of each issue to the Chief Director, National Commodore, National Vice Commodore-Chief of Staff, National Directorate Commodore-Member Services, Chief, Department of Public Affairs, and the Deputy Chief of Public Affairs for review prior to the scheduled distribution date.
- Provide such services as are requested or required by the Coast Guard Auxiliary Association.
- Perform other duties as assigned.

## **Branch Chief, SITREP (BC-APS)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Edit the Auxiliary's national e-magazine, *SITREP*, and maintaining the highest quality and broad reader interest.
- Comply with directives provided by the National Commodore and the Chief, Department of Public Affairs.
- Provide such services as are requested or required by the Coast Guard Auxiliary Association.
- Perform other duties as assigned.

## **Branch Chief AUX e-News (BC-APE)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Continuously monitor assigned Web sites, alert for newly posted information that would be important and of interest to the general Auxiliary membership. Publish AUX e-News at least weekly.
  
- Perform other duties as assigned.

## **Division Chief, Web Services (DVC-AW)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Serve as principle internet advisor to the Department Chief.
- Maintain departmental web sites.
- Maintain databases.
- Be current and recommend use of new technologies including new media.
- Perform other duties as may be assigned.

## **Branch Chief, Public Pages (BC-AWP)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Aggressively seek out and post appropriate safe boating information on the Public Web site. Working with other departments, gather information, monitor Coast Guard and other boating sites and periodicals for information of interest to recreational boaters. Assure all material and information is written in easy to read, grammatically correct form.
- Post material gathered in a timely fashion.
- Perform other duties as may be assigned.

## **Branch Chief, AUXPA Webmaster (BC-AWA)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work closely with the Chief of the PA Training Division to ensure timely and correct information concerning on-line and resident courses are available to Auxiliary members.
- Post material gathered in a timely fashion.
- Perform other duties as may be assigned.

## **Branch Chief, SITREP Webmaster (BC-AWS)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work closely with the Chief of the SITREP Branch to ensure timely information is available to Auxiliary members.
- Perform other duties as may be assigned.

## **Branch Assistant, SITREP Design (BC-AWSD)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work closely with the Chief of the SITREP Branch to ensure timely information is available to Auxiliary members.
- Develop new design for SITREP including text, photos, video and new media.
- Perform other duties as may be assigned.

## **Branch Assistant, SITREP Layout (BC-AWSL)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work closely with the Chief of the SITREP Branch to ensure timely information is available to Auxiliary members.
- Develop new layouts for SITREP including text, photos, video and new media.
- Perform other duties as may be assigned.

## **Branch Chief, Technology (BC-AWT)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Be current on internet technology trends making appropriate recommendations for changes to AUXPA sites.
- Understand and investigate new technologies, and advise the Auxiliary, via the Division Chief, on how they might best be put to good use.
- Assist and advise on instruction related to Internet and web based applications and technologies in support of AUX-12
- Develop communication channels to support dissemination of technology updates, reviews, and information
- Identify new technologies and Internet services that will support or improve Auxiliary practices in support of our service to the membership, Coast Guard, and our country.
- Assist other Branch Chiefs and Branch Assistants with pertinent projects and crossover
- Act as a subject matter expert on evolving electronic media communication technologies.
- Perform other duties as may be assigned.

### **Branch Chief, New Projects (BC-AWN)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work closely with various elements of the National Staff on new projects.
- Post material gathered in a timely fashion.
- Perform other duties as may be assigned.

### **Branch Chief, Data Base (BC-AWD)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Serve as data base manager.
- Post material gathered in a timely fashion.
- Perform other duties as may be assigned.

## **Division Chief Community Relations (DVC-AC)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop an Auxiliary Community Outreach Program.
- Act as the Auxiliary point of contact for Public Affairs outreach programs
- Catalogue appropriate existing Auxiliary programs, updating their content and establishing training and support as needed.
- Establish and maintain contact with Coast Guard Headquarters Community Relations to develop and promote Auxiliary and Coast Guard Community Outreach programs and materials.
- Establish and maintain a Speaker's Bureau. Develop materials for use by members participating in the Bureau. Create and maintain a "Request a Speaker" section of the AUXPA.org web site.
- Establish a downloadable area on the A-Department web page for outreach materials.
- Oversee development of new community outreach programs and materials.
- Develop material explaining how to use existing resources to perform outreach efforts to children and others in the community
- Develop exhibits depicting AUXPA/CGAUX for use at NACON, Scout Jamborees, and other national events.
- Perform other duties as may be assigned.

## **Branch Chief History (BC-ACH)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and keep current the Coast Guard Auxiliary historical plan and operating program.
- Coordinate the collection and preservation of all forms of archival and museum materials.
- Coordinate records control and disposition procedures to entire staff to ensure that

important historical materials are retained.

- Encourage the donation of the papers and memorabilia of key Auxiliarists.
- Maintain liaison and cordial relationships with the staff in charge of the Coast Guard Auxiliary Collection at East Carolina University.
- Maintain a close working relationship with the Coast Guard Historian coordinating the Auxiliary historical program with that of the Coast Guard.
- Maintain cordial relations with the directors and staffs of the Coast Guard and maritime museums (e.g. Coast Guard Academy; Mariners; Mystic Seaport; Mariner's Museum; San Francisco maritime museums).
- Represent Coast Guard Auxiliary at meetings of selected historical and other learned societies to stir interest in Auxiliary history and to keep current on developments in of maritime history.
- Coordinate training of District Historians.
- Provide historical support to the National Executive Committee and the National Staff.
- Establish and encourage an oral history program working with Branch Chiefs and District Historians.
- Encourage the writing and publication of historical articles which foster pride in service among Auxiliary members and enhance regard for the Auxiliary by others.
- Maintain a footnoted Auxiliary dateline featuring major historical milestones of national significance (defined as Auxiliary participation in world or national events, more than three state operations).
- Perform other duties as may be assigned.

## **HISTORY RESOURCES AND PUBLICATION BRANCH ASSISTANT, (BA-ACHR)**

In addition to the General Duties, the ASSISTANT, HISTORY RESOURCES AND PUBLICATION, under the immediate supervision of the Chief History Branch shall:

A. Publish Coast Guard Auxiliary history. Development of expertise in an area of Auxiliary history is encouraged (aviation, operations, World War II, maritime events, regional history, etc.)

B. Encourage study, research, writing, and publication of Auxiliary history. Utilize various media. Maintain effective communications with other members of National, District, Flotilla, and Flotilla Public Affairs and History staffs.

C. Assist others who research and write Auxiliary history including development of relationships with publications and media.

D. Encourage oral history program and conducting interviews as needed for articles and archives.

E. Maintain an informal reference file of Auxiliary history to facilitate preparation of articles and response to inquiries. Record materials shall be maintained by the Coast Guard Auxiliary National Records Collection at Eastern Carolina University.

F. Maintain historic photographs and other graphics portraying Auxiliary activities and key personalities which can be used to illustrate articles and books. Coordinate with Publications and Photo staff.

G. Maintain Auxiliary online bibliography coordinating with the Coast Guard Historian's office.

H. Maintain a list of Auxiliary resources and repositories, e.g., the National Archives, the Coast Guard Museum, various public libraries and museums. This is to include photographs and on-line bibliographical listings and encyclopedias. Identify additional listings.

### **Branch Assistant Archives (BA-ACHA)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Responsible for the collection and preservation of Auxiliary artifacts and materials to include documents, publications, audio visual records, and ephemera until these are turned over to the Coast Guard Auxiliary Records Collection at East Carolina University.

- Encourage donation of personal papers and other items of historical value, as well as unit records and copies of records and publications in district permanent collections.
- Coordinate with the archivist in charge of the Coast Guard Auxiliary Collection at East Carolina University the dissemination of catalogue material and procedures for using the collection to scholars and Auxiliary researchers.
- Prepare the archives section of the History Division Procedures Guide.
- Collect and preserve Auxiliary archival material of national significance.
- Supplement the Auxiliary bibliography with references to national daily and local daily newspapers, as well as national magazines.
- Supplement listing of Auxiliary source listings.
- Develop and maintain a National and District Awards listing with background and history on each award. Encourage collection and preservation of award citations.
- Encourage District Historians to develop files on significant on-going local activities particularly work with local lighthouses and small boat stations including significant local disaster work and other exceptional mission work.
- Perform other duties as may be assigned.

### **Branch Assistant Museums (BA-ACHM)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and administer the Coast Guard Auxiliary museum program to include permanent and traveling exhibits at the Coast Guard and other recognized maritime museums.
- Seek donations of artifacts that will illustrate Auxiliary history including uniforms, insignia, equipment, etc.
- Maintain close liaison with the Curator of the Coast Guard Museum concerning an Auxiliary display exhibit at that museum.
- Research and assist in writing the story line and labels for Auxiliary prepared history exhibits.
- Prepare and maintain current a guide to museums anywhere with Auxiliary exhibits and/or collections.

- Ensure maintenance and preservation of Auxiliary historical properties.
- Prepare the museum and artifacts section of the History Division Procedures Guide and Plan.
- Maintain a convenient non- record, reference file of Auxiliary history documentation to facilitate preparing items for publication or answering queries. Record material shall be sent to the Coast Guard Auxiliary Collection at East Carolina University.
- Maintain a file of historical photographs and other graphics portraying Auxiliary activities and key personalities which can be used to illustrate articles and books. Coordinate this with the appropriate public affairs staff.
- Work with District Historians and other PA staff to encourage the development of local exhibits at libraries and historical societies.
- Act as technical advisor on museum issues to the Division Chief and other staff and exhibitors.
- Perform other duties as may be assigned.

### **Branch Assistant Veterans History Project (BA-ACHV)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Work with the Library of Congress to define needs and procedures to college veterans' histories.
- Recruit and train Auxilarists to participate in the program.
- Coordinate transfer of data to Library of Congress.
- Perform other duties as may be assigned.

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### **Branch Chief Special Projects (BC-ACS)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and promote effective special projects promoting the purposes and accomplishments of the Auxiliary internally and external to the Auxiliary.

- Develop and manage innovative and meaningful projects/programs furthering the relationships between the Auxiliary and the National, regional and local communities it serves.
- Perform other duties as may be assigned.

### **Branch Chief Flags & Ceremonies (BC-ACF)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and maintain the Auxiliary Flags & Ceremonies Guide.
- Work with sports leagues to encourage use of USCG auxiliary color guards at sporting events.
- Encourage USCG Auxiliary funeral details within each District for Veterans and Auxiliarists funerals.
- Perform other duties as may be assigned.

### **Branch Chief, National Safe Boating Week (BC-ACB)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Coordinate NSBW activities with appropriate Auxiliary and non-Auxiliary organizations.
- Act as a spokesman at NSBW meeting and events.
- Perform other duties as may be assigned.

### **Branch Chief, Coastie (BC-ACC)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and keep current the Coast Guard Auxiliary Coastie plan and operating program

- Make recommendations to Web Services Division concerning the Coastie website, to keep information current and correct..
- Develop a Coastie Program integrating appropriate Auxiliary programs, updating content and establishing training and support material as needed.
- Perform other duties as may be assigned.

### **Branch Chief, Youth Programs (BC-ACY)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Identify resources within the Auxiliary to support the Boy Scout Jamboree.
- Coordinate the development of Auxiliary specific exhibit(s) at the Jamboree.
- Schedule Auxiliarists to serve with the exhibits, outreach activities associated with Coastie, PFD Panda, and Officer Snook, as well as other support for the Sea Services Exhibit, including the Judgment Shoot.
- Identify other youth groups/programs with which the auxiliary should cooperate/contribute..
- Perform other duties as may be assigned.

### **Branch Chief, Organization Liaison (BC-ACL)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and maintain effective relationships with the marine industry including shipping companies, tow boat companies, marina operators and associations.
- Develop and maintain effective relationships with the American Red Cross, The National Parks and Recreation Association, and the Navy League.
- Perform other duties as may be assigned.

## **Branch Chief, Headquarters Liaison (BC-ACQ)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Develop and maintain effective relationships with Coast Guard Headquarters Office of Public and Governmental Affairs.
- Perform other duties as may be assigned.

## Division Chief, Media Relations (DVC-AR)

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Assume direct oversight and coordinate the activities of the National Press Corps consisting of all District and Division PA and PB officers, develop contacts and story ideas, make assignments and edit stories.
- Work in close association with the editors of *The Navigator*, *SITREP*, *Aux-w-News*, web pages and other media to ensure regional stories are gleaned from the Press Corps.
- Work with the Chief, Coast Guard Headquarters Media Relations for effective communication with the active duty Coast Guard.
- Review and release National PA Media Releases.
- Utilize new media whenever appropriate.
- Act as liaison among and between DSOs-PA and PB to:
  - Encourage discussion and rapport among districts.
  - Share solutions, techniques, projects, ideas, and motivation.
  - Work out common problems and to overcome frustration and to procure more cooperation and mutual assistance
  - Provide and respond to requests from DSO/SO & FSO PA/PB inquiries providing individual advice and motivation improve quality and quantity activities.
  - Maintain communications with DSOs to create more productive and personal relationships with DSOs.
  - Provide information, goals, procedures, policies, and programs to DSOs-PA and encourage cooperation.
  - Gather information from DSOs.
  - Utilize available tools developed by National for the benefit of PAOs.
- Perform other duties as may be assigned.

## **Branch Chief, News Bureau East (BC-ARE)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Be responsible for a minimum of one story a month in area . Arrange photos to accompany articles. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and other appropriate internal or external media.
- Coordinate with districts, division, flotillas and departments in assigned area to develop stories.
- Edit and rewrite the stories to meet national standards.
- Perform other duties as may be assigned.

## **Branch Chief, News Bureau Central (BC-ARC)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Be responsible for a minimum of one story a month in area . Arrange photos to accompany articles. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and other appropriate internal or external media.
- Coordinate with districts, division, flotillas and departments in assigned area to develop stories.
- Edit and rewrite the stories to meet national standards.
- Perform other duties as may be assigned.

## **Branch Chief, News Bureau West (BC-ARW)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Be responsible for a minimum of one story a month in area . Arrange photos to accompany articles. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and other appropriate internal or external media.

- Coordinate with districts, division, flotillas and departments in assigned area to develop stories.
- Edit and rewrite the stories to meet national standards.
- Perform other duties as may be assigned.

### **Branch Chief, New Media (BC-ARN)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Be current on New Media/Web 2.0 trends making appropriate recommendations for changes/adoption.
- Maintain relationship and contribute to The Strategic Communications and Social Media Staff (CG-092).
- Educate Auxiliary members in appropriate use and compliance with applicable Commandant policies.
- Lead teams developing new media strategies.
- Perform other duties as may be assigned.

### **Branch Assistant, Research (BC-ARNR)**

In addition to General Duties, incumbent shall insure shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Research New Media/Web 2.0 trends making appropriate recommendations for changes/adoption.
- Lead teams developing new media strategies.
- Perform other duties as may be assigned.

## **Branch Assistant, Second Life (BC-ARNS)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Research New Media/Web 2.0 trends making appropriate recommendations for changes/adoption.
- Serve as the subject matter specialists on “Second Life”.
- Lead teams developing new media strategies.
- Perform other duties as may be assigned.

## **Branch Chief, Network Manager (BC-ARD)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Research and maintain media contact data and methodologies.
- Perform other duties as may be assigned.

## **Division Chief, Training (DVC-AT)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Manage and lead the Public Affairs C- School (AUX-12) working with the Deputy Department Chief.
- Develop and manage on-line Public Affairs, Publications and Photography courses.
- Develop and manage Public Affairs, Publications and Photography courses using New Media.
- Maintain effective liaison with the Training Department.
- Teach AUX-12 classes.
- Perform other duties as may be assigned.

## **Branch Chief, AUX-12 Coordinator (BC-ATT)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Maintain student records for AUX-12
- Coordinate logistics for AUX-12 classes.
- Teach AUX-12 classes.
- Ensure AUX-12 students complete post class assignments.
- Perform other duties as may be assigned.

## **Branch Chief, Professional Standards (BC-ATP)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Coordinate Oral Boards for Auxiliary specialists ensuring that each member has met all education and PQS requirements.
- Participate in Oral boards.
- Teach AUX-12 classes.
- Communicate successful completion of a PA Specialist designation to appropriate DIRAUX.
- Maintain data base of PA Specialists including their sub-specialty.
- Maintain PA Response Teams (PARTS) records.
- Perform other duties as may be assigned.

## **Branch Chief, On-Line Courses (BC-ATW)**

In addition to General Duties, incumbent shall insure that deadlines and promise dates are met. Moreover, keep the division chief apprised of project status and other issues in a timely manner. Keep the supervisor apprised of project status and other. The following specific duties are assigned:

- Maintain effective liaison the training Department.
- Participate in Oral boards.
- Teach AUX-12 classes.
- Act as lead instructor for PA on-line courses.
- Review on-line testing with Training department quarterly resolving issues expeditiously..
- Respond to student questions/
- Perform other duties as may be assigned.