

Public Affairs and Communications



A Career in Public Affairs and Communications

As advocates for VA programs and Veterans and their families, Public Affairs (PA) and Communications staff explains policies and provides statistical and practical information to inform the public and customers. They tell VA's story and are experts in delivering accurate, actionable and effective messages.

These professionals work to improve awareness and understanding among VA stakeholders, helping the Department to provide the best care and services available. Through their visionary work, they are transforming VA into a 21st century organization that is capable, innovative and responsive to the needs of Veterans. Public Affairs and Communications staff advises, supervises and delivers important information and ideas through verbal, visual and other contemporary means, including social media.

General Arts and Information

The General Arts and Information series delivers timely, effective communications to Veterans, VA employees and other stakeholders. These specialists establish and manage communications plans that identify target audiences, appropriate messages and media needed for effective communication. Positions include:

- Communications Specialist

Public Affairs

The Public Affairs (PA) series supports, plans and conducts the PA program, including creating timely, effective communications to Veterans, VA employees, the news media and other stakeholders. PA specialists organize and coordinate print and

other broadcast media interviews. They develop campaign materials such as articles, news releases, briefs, and other media or public affairs products for publication and media release. Positions include:

- Public Affairs Specialist

Photography

The Photography series photographs, processes and edits images of events, activities and people for use in promotional and news materials. Some photographers may work more specifically in the medical field, where they are expected to photograph, process and edit images of subjects, patients and body parts for use in education or diagnostic materials. Positions include:

- Photographer

MyCareer@VA

VA is committed to career development and supports employees' ambitions to grow, learn and advance. Building a career at VA is a partnership, and we are dedicated to providing you the career resources and materials you need to achieve success.

The MyCareer@VA program delivers interactive and engaging career development tools to help you explore and chart your long-term career path within VA.

Audiovisual Production

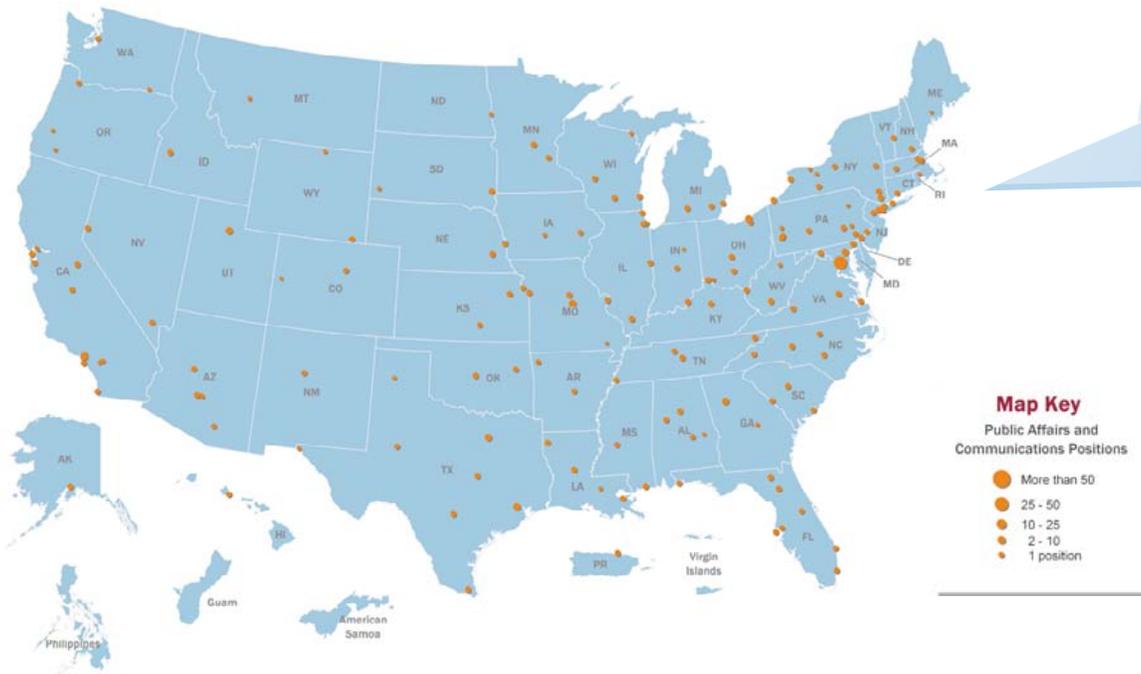
The Audiovisual Production series produces or assists in producing audiovisual products for the facility mission and functions. Positions include:

- Audiovisual (AV) Production Specialist

Visual Information

The Visual Information series designs and develops digital and print products for VA organizations, departments and staff. Specialists in this series develop digital artwork and graphic interpretations of client needs and specifications. Positions include:

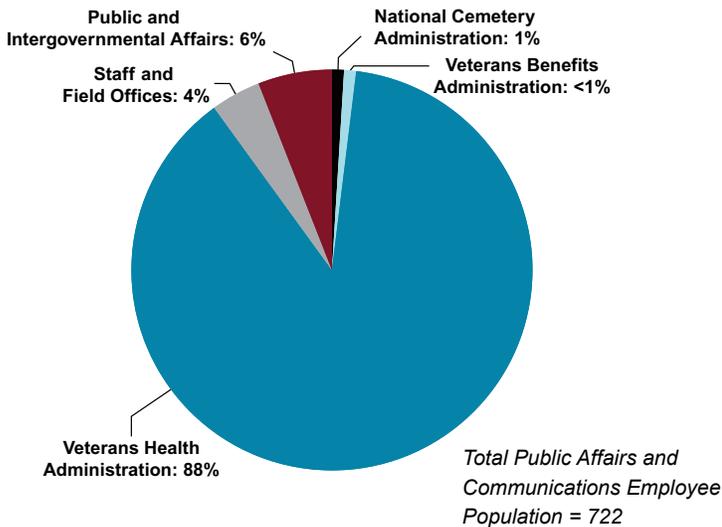
- Visual Information Specialist



Public Affairs and Communications Job Locations

VA's Public Affairs and Communications positions are dispersed across 165 cities within the United States. The top five Public Affairs and Communications occupational family geographic locations are Washington, D.C.; Jefferson Barracks, Mo.; Atlanta, Ga.; Cleveland, Ohio; and Baltimore, Md.

VA Public Affairs and Communications Job Distribution by Administration



VA's Public Affairs and Communications positions are distributed among three Administrations, Public and Intergovernmental Affairs and Staff and Field Offices to meet the broad range of needs facing the Department.

MyCareer@VA Tools and Resources

- Career Planning Process** - Develop professional goals and align developmental experiences to VA career opportunities through a four-phase process: Prepare, Plan, Explore and Develop
- My Career Mapping Tool** - Map your long-term career path at VA by exploring career possibilities that leverage your knowledge, skills and experience across multiple occupational families
- My Career Fit Tool** - Discover your career "fit" at VA by identifying your work interests and work environment preferences
- VA Career Guides** - Explore the knowledge, skills, education and training recommended for each VA job and related career levels

VA employees can also visit the VA Talent Management System (TMS), a state-of-the-art online training and employee development system, to search and register for training courses and learning opportunities.