

# NARA Competency Model

LE - Education And Public Programs Division

Public Programs Specialist GS-07

*Note: Competencies noted as "Not for selection" were rated as important to the job, but not required on entry and thus not to be used for screening candidates.*

## Core Competencies

### **Problem Solving (Thinks Analytically)**

Seeks, examines, and interprets information from different sources to determine a problem's cause and develop a course of action for problem resolution. Analyzes information, develops and evaluates multiple solutions to a question or problem, and selects the most appropriate solution for the situation. Recommends innovative approaches to improve processes and results.

### **Interpersonal Skills (Collaborates Across Boundaries)**

Works cooperatively with others across functions and geographic locations to achieve team and organizational goals. Builds and maintains strong relationships with others both internal and external to the organization. Seeks out and integrates diverse views and perspectives to enhance work quality and results.

### **Execution and Results (Takes Accountability for Results)**

Takes ownership and accountability to ensure that work is completed accurately, efficiently, and in a timely manner, even when faced with multiple priorities. Identifies and uses the resources, tools, and information needed to achieve goals and objectives. Demonstrates flexibility, persistence, commitment, and initiative to resolve obstacles and respond to changing priorities.

### **Customer Service (Provides Customer Service)**

Actively looks for ways to help internal and/or external customers locate information or resolve problems and issues. Gives full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and following up to ensure customer satisfaction. Provides information and resources to fulfill customer obligations and resolve customer complaints.

### **Communication (Communicates Openly)**

Communicates opinions, facts, and thoughts with clarity, transparency, and honesty. Seeks diverse perspectives and listens openly to others' points of views. Demonstrates the courage to speak up on issues and risks as well as present good news. Researches information for and prepares documents and presentations that effectively convey relevant information.

### **Organizational Awareness (Demonstrates Organizational Awareness)**

Demonstrates behaviors and actions that are aligned with the agency's mission and function, applying programs, policies, procedures, rules, and regulations to work activities. Places a high priority and focus on supporting NARA's mission and achieving agency goals. Considers the potential impact of external factors (for example, changes in legislation) on the needs and objectives of one's department and the agency as a whole.

## **General Competencies**

### **Embraces Continual Learning**

Seeks opportunities to expand knowledge and skills through formal and informal education, training, and feedback. Identifies and leverages own strengths and developmental needs and strives to improve own skills. Acquires new knowledge related to business, professional, and technological changes and developments. Demonstrates and supports continual learning, and shares knowledge and expertise with others.

### **Utilizes Computer Technology**

Utilizes computer technology and software applications (e.g., word processing, spreadsheets, databases, web-based tools) to perform work activities. Applies technologies and/or tools to improve work, productivity, or customer service.

## **Technical Competencies**

### **Performs Reference Services (Not for selection)**

Provides reference services using knowledge of records and their context. Communicates with stakeholders (e.g., researchers) to determine their areas of interest. Conducts preliminary research and analysis for the purposes of reference. Makes recommendations based on findings, conclusions, resources (e.g., cost, time), organizational goals, and customer goals.

### **Conducts Outreach Activities**

Plans, implements, or participates in outreach services to groups outside of the agency about its holdings and collections. This includes preparing and giving talks or tours and developing or assisting with programs and events sponsored by the agency (e.g., exhibits, educational, public, and volunteer programs, workshops, open houses, funding, sponsorship).

### **Applies Knowledge of American History and Government**

Demonstrates expertise in American history and principles of American government. Demonstrates expertise on cultural, political, and economic history as well as topics of contemporary interest.

**Conducts Public Affairs (Not for selection)**

Writes, researches, and disseminates news releases, articles, and promotional materials describing exhibits, special events, programs, and related activities to broadcast, online, social, and print media. Coordinates advertisement campaigns in local, regional, and national media outlets and represents the agency to the media in interviews and other media contacts.

**Designs Publicity and Marketing Materials (Not for selection)**

Performs or oversees the development, creation, and coordination of graphics, ads, online components, and print media for the agency. Works independently and in partnership with other agency offices to reach media outlets in advertisement opportunities. Reviews and/or evaluates the effectiveness of materials and methodologies and revises them to achieve goals.

**Manages Electronic Media Equipment (Not for selection)**

Oversees or manages the operation of electronic media or interactive components of an exhibit and/or museum.

**Manages Learning Center and/or Public Programming Spaces**

Plans, develops, and schedules activities performed in the learning center or public programming space. Works collaboratively with staff, volunteers, and stakeholders, assists visitors, and ensures the effective operation of space components.

**Designs and/or Delivers Educational/Public Programs**

Conceptualizes, develops, presents, and coordinates content for educational/public programs and/or conferences that target specific audiences. Researches, compiles, and publishes audience-appropriate materials for in-person, offsite, and/or online presentation. Develops and maintains partnerships to further the reach of the programs. Reviews and/or evaluates the effectiveness of programs, curricula, methodologies, and activities and revises them to achieve goals and objectives.

**Links to Assessments (For Staffing Specialist Use Only):**

[Job Analysis Worksheet](#)

[Competency Usage Plan](#)

[Occupational Questionnaire](#)

[Structured Interview Guide](#)