



**OUTREACH NOTICE**  
**GS 12/13 PUBLIC AFFAIRS SPECIALIST**  
Southern Research Station, Asheville, NC  
**PLEASE REPLY BY JANUARY 31, 2012**



*USDA Forest Service, Southern Research Station  
Asheville, North Carolina*

**The Southern Research Station is conducting outreach to generate interest in a permanent full-time GS-1035-12/13 Public Affairs Specialist.**

In the near future, the Southern Research Station anticipates advertising a GS12/13 Public Affairs Specialist. The successful applicant will join the Station's highly innovative and productive Communications Staff in Asheville and will report to the Team Leader – Outreach and Marketing Team. The incumbent will be responsible for designing, implementing & monitoring proactive media, public and legislative affairs programs for the Southern Research Station.

The work includes the development of new methods, strategies, and communication plans covering the complete spectrum of the Station's programs. This involves presenting information on a wide variety of subjects using the full array of written and oral presentation formats and techniques. To include the development of communication tools and marketing plans to run an effective media relations program for the Station. The incumbent will also need to be able to exercise independence and judgment in planning, coordinating, and implementing programs and activities to ensure that congressional relations are properly understood and represented.

SRS is one of five research stations, in addition to the Forest Products Laboratory and the International Institute for Tropical Forestry, that make up Forest Service Research and Development. Headquartered in Asheville, North Carolina, the Southern Research Station serves 13 Southern States and beyond. We develop and deliver scientific knowledge and technology that helps people sustain our forests. Effectively communicating information about the science we generate to a wide and diverse audience is a critical aspect of the work we do.

**USDA is an Equal Employment Opportunity Employer**

The purpose of this outreach is to network this employment opportunity widely and to ensure that a broad range of highly qualified candidates are aware of and encouraged to apply. USDA prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation and marital or familial status.

The Forest Service provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application or detail process, please notify Cheryl Jefferson at 828-259-0562.

Please distribute the outreach notice widely and encourage interested candidates to contact Patty Matteson, Team Leader, Outreach and Marking, Science Delivery, at (828) 259-0560 or email ([phmatteson@fs.fed.us](mailto:phmatteson@fs.fed.us)).

Should you like to learn more about the Southern Research Station, visit our website at <http://www.srs.fs.usda.gov/>.

For more information about the Asheville area, contact the Asheville Chamber of Commerce at (828) 258-6101 or visit the Chamber website at <http://www.ashevillechamber.org/>.



## **Asheville, North Carolina**

**City Population: 71,129**

**A regional center for music, fine arts, business, education, health care, and outdoor recreation.**

**Consistently rated as one of America's best places to live.**

**A**sheville is the largest city in Western North Carolina with a population of over 71,000. In the last 20 years, Asheville has emerged as one of the eastern United States' regional centers for cultural amenities. The city boasts a symphony, lyric opera, and a ballet. It is recognized for its thriving drama, music, and arts communities. Asheville is also a regional center for health care, banking, professional services, manufacturing, and transportation.

The Asheville Regional Airport serves the area with jet service and commuter airlines, with direct connections to Atlanta, Charlotte, Cincinnati, Detroit, Houston, Newark, and Raleigh. Major highway access to Asheville is excellent with interstate 40 (east-west) and interstate 26 (north-south) passing through the city.

### **Location**

Asheville is located in the heart of the Southern Appalachian Mountains of western North Carolina. The elevation of the city is about 2,200 feet surrounded by the Blue Ridge Mountains with many peaks above 6,000 feet. The area has four distinct seasons with high temperatures in the summer averaging in the low 80's and winter temperatures averaging in the 40's.

Rainfall for the city is 55 to 60 inches per year with areas in the surrounding mountains averaging over 80 inches per year.

Asheville is one hour away from the Greeneville-Spartanburg, SC metro area; two hours from Charlotte, NC and Knoxville, TN; and three hours from Atlanta, GA.

## **Economy**

Asheville and Buncombe County's economy is based primarily on manufacturing and tourism, along with health care, electronics and service-oriented businesses.

Other USDA Forest Service offices in the area include the National Forests in North Carolina and the Southern Region's Forest Health Protection, Asheville Field Office.

Other major federal employers in the area include the Asheville VA Medical Center, the National Climatic Data Center, Air Force Combat Climatology Center, and the Blue Ridge Parkway Headquarters.

Housing in Asheville is readily available and comes in a variety of price ranges and styles. Median house prices are \$175,000 to \$200,000. A typical executive-level home with three to four bedrooms would range from \$275,000 to \$450,000, depending on square-footage and location. A variety of settings is available, including older, in-town neighborhoods, typical suburban subdivisions, high-elevation neighborhoods with long-range views, and rural homes or farms. Condominiums and apartments are also available.

The area offers a good selection of shopping, including two shopping malls, a wide range of supermarkets, and a very wide variety of gift and specialty shops. Asheville's dining scene is especially rich due to the city's status as a resort and vacation destination.

## **Education**

The Buncombe County and Asheville City school systems serve approximately 30,000 students in two systems that include seven high schools. The high schools are medium size with approximately 1,500 students. These high schools consistently rank among North Carolina's best in scholastics and athletics. There are several private primary and secondary schools in the area and one charter school.

The University of North Carolina at Asheville is a modern, progressive four-year university offering 30 undergraduate degrees and a masters program in Liberal Arts. With 3,300 students, UNCA is ranked as one of the nation's best buys for a liberal arts education.

Western Carolina University at Cullowhee is within commuting distance and offers 90-degree programs and nine masters' degree programs.

The Asheville commuting area also includes four private, four-year institutions -- Brevard, Mars Hill, Montreat, and Warren Wilson Colleges.

The Asheville-Buncombe Technical Community College offers 32 career programs for local employment and for transfer to baccalaureate programs in colleges and universities.

## **Health Care**

Asheville is a regional health care and medical center. Residents of the area routinely travel to Asheville for specialized health care. There are over 1,500 hospital beds in Asheville and Buncombe County and more than 350 physicians and about 95 dentists practicing in the area. Mission-St. Joseph Hospital is ranked as one of the nation's top 50 heart surgery centers. The Department of Veterans Affairs also operates a regional medical center here.

## **Cultural and Recreational Advantages**

Asheville's strongest attractions are its music, drama, and arts communities, and strategic location for outdoor recreation.

Asheville's attractions include the ballet, symphony, and lyric opera. It is home to several professional and community theatre groups, and the State of North Carolina Theatre is based at Flat Rock, NC, only a half hour from downtown Asheville. Asheville's square is home to two summer concert series. In July, the entire downtown is converted into an open air music performance area during Bele Chere, a three-day festival that draws over 100,000 people daily to at least five performance stages located throughout the central business district.

Asheville is a favorite convention destination with an abundance of accommodations and attractions like the Biltmore House and Gardens, the Grove Park Inn, Folk Art Center, and a number of annual festival events.

Asheville is a popular area for golf, tennis, and swimming. There are numerous lakes and rivers and hundreds of miles of hiking trails, including the Appalachian Trail, located in the area. Hunting and fishing opportunities abound in the area.

The Great Smoky Mountains National Park, located about 50 miles southwest of Asheville, is one of the country's most popular parks encompassing over 500,000 acres. The Blue Ridge Parkway winds through the area and offers spectacular views and peaceful drives. The Pisgah and Nantahala National Forests surround the city and are headquartered in Asheville.

# Outreach Response Form

USDA Forest Service  
Southern Research Station

*I am interested in the position and will call the contact person, in addition to checking <http://www.usajobs.opm.gov> for the position announcement.*

**Please respond to this outreach by: Dec. 29, 2011**

Position Title/Series/Grade: Public Affairs Specialist (GS-1035-12/13)

Location: Asheville, NC

## PERSONAL INFORMATION

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

Current Federal Employee? Yes \_\_\_\_\_ No \_\_\_\_\_

Current title/series/grade/location:  
\_\_\_\_\_

Type of appointment you are currently under  
\_\_\_\_\_  
(e.g., Career, Career-Conditional, Excepted, Excepted VRA, etc)

(Attach this form to your resume, or if submitting prior to sending in your resume, add education history).

### **Interested applicants should return this form to:**

*Patty Matteson*

Email: [phmatteson@fs.fed.us](mailto:phmatteson@fs.fed.us)

Phone 828-259-0569 FAX: 828-257-4362

***Thank you for your interest in employment with the Southern Research Station.***

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