## Competency Requirements for PWS Advisors Engaged in USER INTERACTION, Media Liaison and Outreach Activities

These competency requirements are for PWS Advisors who specialize in media liaison work and in education / outreach. They build upon, and should be read in conjunction with, the fundamental WMO competency requirements for a PWS forecaster, although it is recognized that some people engaged in media liaison and outreach on behalf of NMHSs may not come from a forecasting background.

There are four top-level competencies for the work of media liaison and outreach, which are as follows:

1. Oral and written communication;
2. Use of appropriate tools and systems required for the delivery of meteorological and hydrological information to end-users;
3. User interaction; and
4. Self-management and team-working in a media environment.

Each of these areas is expanded below into second-level competencies that are expressed and structured in a manner that facilitates the clear application of an assessment procedure. Not all of these second-level competencies will be relevant to each PWS Advisor; the individual context of each PWS Advisor will need to be considered when establishing relevancy.

1. **Oral and Written Communication**
2. *Exhibits an awareness of the range of users reached through media;*
3. *Demonstrates an understanding of the likely impact of upcoming weather on users and their activities;*
4. *Is capable of presenting warnings of meteorological and hydrological hazards clearly and effectively including information on possible mitigating actions where appropriate;*
5. *Demonstrates an understanding of the working environment of journalists and other media professionals;*
6. *Is able to communicate in an effective and timely manner;*
7. *Exhibits an ability to work closely with colleagues responsible for communication and public affairs in the NMHS and assists in preparing press releases or interviews as required;*
8. *Can prepare and deliver educational material in clear and appropriate language to a wide range of audience, from children to fellow-professionals; and*
9. *Demonstrates an appropriate understanding of the scope and limitations of forecasts and warnings, and communicates appropriate levels of confidence and uncertainty effectively.*
10. **Use of appropriate tools and systems required for delivery of meteorological and hydrological information to end-users**
11. *Demonstrates a knowledge of the channels used to communicate weather and related information, and* an ability to *exploit this knowledge effectively; and*
12. *Demonstrates knowledge of the routine production protocols appropriate to their own service provision environment.*
13. **User interaction**
14. *Can provide guidance to users to assist them in developing a proper integration of meteorological and hydrological information in decision-making;*
15. *Has the ability to provide advice and comments on the development of meteorological and hydrological services and products in accordance with user requirements; and*
16. *Demonstrates an ability to advise users on of the scope and limitations of forecasts and warnings and their application to effective decision-making, appropriately aligning uncertainty and confidence levels with scientific guidance.*
17. **Self-management and team-working**
18. *Can work in a cooperative fashion with colleagues from an NMHS, with representatives of users and, where appropriate, with journalists and other media staff;*
19. *Presents a professional appearance which enhances the brand value of the NMHS;*
20. *Demonstrates appropriate levels of trust, integrity, consideration of user needs, timeliness, confidentiality and discretion in all work activities;*
21. *Is capable of ensuring consistency of message both across the NMHS and with stakeholders, both internal and external; and*
22. *Mentors junior colleagues and provides support and advice as required.*

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