

**REIMBURSABLE DETAIL
Center for Tobacco Products**

The Center for Tobacco Products (CTP), Office of Health Communication and Education is offering a Detail opportunity for a **Health Communications Specialist (Social Media), GS-1001-12/13**. Current HHS (and all OPDIVs under HHS) employees at the GS-11/12/13 levels are encouraged to apply. The Detail is available immediately for a period of 120 days. A temporary promotion may be considered. All applicants must meet the time in grade (52 weeks) requirement to qualify for a temporary promotion. PHS Commissioned Corps Officers may apply.

Bargaining Unit Status: Bargaining Unit Position

Position: Health Communications Specialist (Social Media)

Office Location: FDA
Center for Tobacco Products
10993 New Hampshire Ave
Silver Spring, MD 20993

Opening Date: **July 12, 2019**
Closing Date: **July 25, 2019**

Area of Consideration: **HHS-Wide (Includes all OPDIVs) Career/Career
Conditional Employees**

The Center for Tobacco Products offers a fast-paced, dynamic environment and an opportunity to work with dedicated, energetic people who really want to make a difference and improve public health. The position is ideal for someone who wants to have a critical role in the organization and would enjoy the challenge of developing social media content and strategy for a variety of initiatives in support of CTP's regulation of tobacco products and protection of public health. The incumbent is responsible for diverse responsibilities in social listening, analytics, and content development related to regulatory announcements and activities.

The selected employee will serve as a Health Communications Specialist (Social Media) in the Office of Health Communication & Education, Division of Regulatory Communication, Strategic Communications Team #2.

Duties may include:

- Drafting and disseminating content that aligns with the Center's regulatory efforts and other campaign activities; creating social media calendars to strategically plan and coordinate efforts.
- Ensuring grammar, language, images, brand, and tone of all social media posts follow best practices, including using plain language and mobile first standards.

- Managing workflow of social content to ensure that all identified stakeholders review and comment on social posts; ensuring timely review, clearance, and posting of content.
- Moderating social media platforms and developing public engagement responses, response banks, and moderation guidelines to ensure accuracy, relevancy, and scientific acceptability of responses.
- Providing guidance and expertise in the development, testing, and dissemination of audience-based products, tools, and messages via social media.
- Ensuring social media activities meet Federal digital policies and guidelines.

Desired Knowledge and Skills:

- Ability to use social media channels to deliver audience specific messages using a variety of techniques and to develop recommendations.
- Mastery of online communications platforms such as Facebook, YouTube, Twitter, as well as social media communication and marketing principles, methods, theories, practices and techniques.
- Well adept in social media campaign development and channel implementation based on audience and messaging.
- Knowledge of web search, social media monitoring, and browsing behavior.
- Experience with web and social analytics preferred.
- Ability to independently manage multiple projects.

Application Procedure:

Supervisory concurrence should be obtained before you apply to this Detail. The Detail opportunity is open to all candidates who are currently at the GS-11, GS-12 and GS-13 grade levels or Commissioned Corps Officers.

Interested applicants should submit a copy of their resume, most recent copy of SF-50, and statement of interest via email to:

Amanda Clatterbaugh
Program Analyst
Office of Management, Center for Tobacco Products, FDA
Amanda.Clatterbaugh@fda.hhs.gov

Detail is reimbursable.
Travel Expenses will not be paid.

Candidates must express interest by July 25, 2019

***This is not an official vacancy announcement under the Merit Promotion System**