

**REIMURSABLE DETAIL
FDA Center for Tobacco Products**

The Food and Drug Administration (FDA), Center for Tobacco Products (CTP) is offering a Detail opportunity for a **Technical Information Specialist, GS-1412-12/13**. Applicants and current employees at the GS-11, GS-12 and GS-13 levels are encouraged to apply. The Detail is available for a period of 120 days and may be extended. PHS Commissioned Corps Officers may apply. A temporary promotion may be considered.

Bargaining Unit Status:	Bargaining Unit Position
Position:	Technical Information Specialist
Office Location:	FDA Center for Tobacco Products 10993 New Hampshire Ave Silver Spring, MD 20903
Opening Date:	August 5, 2022
Closing Date:	August 29, 2022
Area of Consideration:	FDA-Wide

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 gain experience in developing and organizing content for the CTP website, both the public facing website as well as intranet sites, and implementing ways for CTP to design and use the website to better accomplish its public health mission. The incumbent will work alongside other web content specialists on diverse communication announcements related to the science, regulatory review, and/or compliance mission of the Center.

Duties include:

The selected employee will serve as a Technical Information Specialist in the Office of Health Communication and Education (OHCE), Division of Regulatory Communications (DRC), Strategic Communications Team 1. The incumbent is responsible for creating, evaluating and maintaining digital content and communication strategies for the Center's website and associated digital platforms while using current industry standards to ensure CTP users have uniform access to all CTP cross-platform digital content. The incumbent is responsible for digital content that aligns with industry standards in terms of searchability, readability and usability.

The duties may include:

- Analyzing, designing, developing, implementing, and evaluating CTP-related FDA.gov content, and website development projects for the center's internet and intranet sites in context of proper mobile, Search Engine Optimization (SEO), meta data, usability, and readability standards.

- Designing and developing CTP related webpages in the FDA SharePoint online environment.
- Preparing, reviewing, editing, and approving webpage content including creating time assessments for tasks.
- Utilizing CTP's SharePoint task management system to respond to a variety of requests from center and agency staff to update or make information available online.
- Analyzing and distributing data and analytics from FDA's web data monitoring systems including Google Analytics, Angelfish, CrazyEgg, and Qualtrics.
- Interpreting and applying CTP content needs to its array of platforms: FDA.gov, social media, email, and FDA's Tobacco Education Resource Library (TERL).
- Identifying and implementing consistent SEO upgrades to CTP content.
- Interfacing on a daily basis with others in OHCE and Subject Matter Experts (SMEs) across the Center and FDA on web content- and strategy-related tasks all while aligning with office led editorial calendars.
- Ensuring content is in alignment with the center and agency missions and that it complies with agency and HHS policies, the Plain Language Initiative, the Americans with Disabilities Act, Section 508 of the Rehabilitation Act, and Web style guides.

Desired Knowledge and Skills:

- Knowledge of information technology, to include a broad range of Web 2.0 and mobile responsive design technologies, techniques and systems, HTML, CSS, Bootstrap, meta data architecture, SEO.
- Knowledge of user focused technology: 508 compliance, usability, readability, findability, responsive design, SEO.
- Experience with FDA's Drupal (including mobile) and SharePoint environments.
- Knowledge of FDA's global web policies and procedures, Web style guides, and information architecture.
- General knowledge of systems integration.
- General knowledge of HTML, image editing and file transfer software suites.
- Keeps current with emerging web technologies through relevant blogs, listservs, and events

Application Procedure:

Supervisory concurrence should be obtained before you apply to this Detail. The Detail opportunity is open to all candidates qualified for 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:

Rebecca Michele Martin
 Program Analyst
 Office of Management
 Center for Tobacco Products, FDA
Rebecca.Martin@fda.hhs.gov

Please enter **Detail: CTP, OHCE, TIS GS-1412-12/13 (Aug 2022)** in the subject line of e-mail.

Detail is reimbursable.
Travel Expenses will not be paid.

Candidates must express interest by August 29, 2022

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