



TITLE 21 VACANCY ANNOUNCEMENT

**Department of Health and Human Services (HHS)
Food and Drug Administration (FDA)
Center for Devices and Radiological Health (CDRH)
Office of Communication and Education (OCE)
Division of Communication**

Position: Health Communications Specialist (OCE/DC)

Series: The position may be filled by candidates from the following occupational series: [1001](#) General Arts and Information, and [0685](#) Public Health Specialist.

Location(s): [FDA's White Oak Campus](#) in Silver Spring, Maryland

Area of Consideration: U.S. Citizens

Travel Requirements: This position requires up to 10% travel.

Application Period: December 14, 2022 through January 4, 2023

Salary: Salary and band level is commensurate with education and experience. Salaries start at \$89,834 for the Band B and \$106,823 for the Band C.

Conditions of Employment: United States Citizenship is required.

Special Notes: This position is being filled under an excepted hiring authority, Title 21, Section 3072 of the 21st Century Cures Act. The candidate selected for this position will serve under a career or career-conditional appointment and be paid under the provisions of the authority.

[Additional information on 21st Century Cures Act can be found here.](#)

Introduction:

The Center for Devices and Radiological Health ([CDRH](#)), a major regulatory component of the Food and Drug Administration ([FDA](#)) and the Department of Health and Human Services, is inviting applications for **Health Communications Specialists** to serve in the Office of Communication and Education ([OCE](#)). OCE manages communication about medical devices and radiation-emitting products to external audiences, education for regulated industry, and communication and training for CDRH employees. The [Division of Communication](#) (also referred to as CDRH Comms) within OCE, provides strategic direction for and manages the development and release of internal and external communication about medical devices and radiation-emitting products for the Center for Devices and Radiological Health (CDRH).

Position Summary:

Reporting directly to the External Communication Branch Chief, you will serve as a Health Communications Specialist with responsibility for identifying and integrating traditional and modern health external communication strategies as well as new and emerging web- based technologies and social media for the purpose of advancing public health communications for the FDA on the behalf of the Division related to

medical device and electronic products.

Duties/Responsibilities:

The Health Communications Specialist also performs the following duties:

- Supports the Division's strategic communication programs, research and findings to develop and deliver public health messages about the benefits and risks of medical devices and regulatory policies.
- Coordinates the gathering of data and other information and drafts documents such as Safety Communications, fact sheets, program briefings, one-page program summaries, and web pages.
- Supports the development and implementation of communication and marketing programs, projects, and strategies for the general public and other audiences. Ensures that health communication activities are based on theory and use accepted principles, methods, and practices.
- Presents health communication briefings or presentations to various groups (i.e., federal, state, and local constituents) to support health communication and information dissemination efforts for assigned programs and reviewing, editing, and clearing communication and marketing materials and presentations by professional staff.
- Develops messages and materials that are scientifically valid and consistent with program initiatives or objectives based on communication practices and marketing theories and principles; audience research (including concept, message, and usability testing); and targeted or tailored for diverse audiences (messages and materials address cultural and socioeconomic challenges to effective communication and consider the diverse interests, needs, concerns, and priorities of population segments).

Professional Experience/Key Requirements:

To qualify for this position, you must demonstrate in your resume the necessary qualifying experience for this position, which is equivalent to the following:

- Writing and editing communication materials related to public health and/or safety initiatives for distribution to professional and lay audiences (e.g., health professionals and the general public); and
- Assisting with developing or executing strategic communications initiatives, e.g., identifying target audiences, developing key messaging, and assisting with tracking program metrics and developing reports for leadership.

Desirable Qualifications/Experience:

- Project and Self-Management Skills – Shown ability to get things done and deliver in a complex environment (high visibility, deadlines, accelerated timelines)
- Ability to communicate effectively, orally and in writing, with non-technical and technical staff
- Able to meet deadlines in a fast-paced environment while managing multiple priorities

- Knowledge of health communication and marketing goals and objectives, primary and secondary data sources, environmental scanning, need assessments, and health risk communication sufficient to identify information gaps, needs, and opportunities.
- Ability to define and analyze target audiences; collaborate with staff and partners to formulate communication and marketing strategies.
- Skill in planning and implementing health communication and marketing programs and outreach-partnership efforts.
- Skill in written communication techniques, and the ability to write documents such as program and project descriptions, communication and marketing plans, reports about audience research and results, scopes of work, and training tools. Ability to report on research and evaluation results orally, and in writing.
- Ability to apply research or evaluation results to the development of health communication and marketing messages.

Basic Qualifications:

Candidates must possess the required individual occupational requirements to qualify for the appropriate series applicable to the position. Please use the following link to determine the series for which you qualify: <https://www.opm.gov/policy-data-oversight/classification-qualifications/general-schedule-qualification-standards/#url=List-by-Occupational-Series>

How to Apply:

Prior to applying, please see the following instructions:

- Submit an electronic resume or curriculum vitae, copy of transcripts, and a cover letter describing why you are uniquely qualified for this job.
- Include Job Reference code “**OCE Health Communication Specialist 2022**” in the email subject line.
- Email applicant package to CDRHRecruitment@fda.hhs.gov.
- Applications and all supporting documentation will be accepted through **January 4, 2023**.
- Visit [CDRH Jobs](#) to see additional opportunities.

Conditions of Employment:

- One-year probationary period may be required.
- Background and/or Security investigation required.
- All applicants born male, on (or after) 12/31/1959, must be registered with the [Selective Service System](#) OR have an approved exemption.

This is a bargaining unit position.

PHS Commissioned Corps Officers interested in performing the duties of this position within the Commissioned Corps may apply to this announcement. Officers must follow the instructions for how to apply and include their most recent orders in addition to the required documents. If selected, candidates will be referred to (CC) personnel and not as candidates for a Cures appointment.

Equal Employment Opportunity Policy:

The United States Government does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor. [Equal Employment Opportunity \(EEO\) for federal employees & job applicants](#)

Reasonable Accommodation Policy:

Federal agencies must provide reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation for any part of the application process should follow the instructions in the job opportunity announcement. For any part of the remaining hiring process, applicants should contact the hiring agency directly. Determinations on requests for reasonable accommodation will be made on a case-by-case basis.

A reasonable accommodation is any change to a job, the work environment, or the way things are usually done that enables an individual with a disability to apply for a job, perform job duties or receive equal access to job benefits.

Under the Rehabilitation Act of 1973, federal agencies must provide reasonable accommodations when:

- An applicant with a disability needs an accommodation to have an equal opportunity to apply for a job.
- An employee with a disability needs an accommodation to perform the essential job duties or to gain access to the workplace.
- An employee with a disability needs an accommodation to receive equal access to benefits, such as details, training, and office-sponsored events.

You can request a reasonable accommodation at any time during the application or hiring process or while on the job. Requests are considered on a case-by-case basis.

Learn more about [disability employment and reasonable accommodations](#) or [how to contact an agency](#).

The Department of Health and Human Services is an equal opportunity employer with a smoke free environment.

FDA is an equal opportunity employer.