



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-Marketing and Branding (OCE/DC)

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 23, 2022 through January 20, 2023

Salary: Salary is commensurate with education and experience and starts at \$106,823.

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–Marketing and Branding** 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-Marketing and Branding with responsibility for formulating strategies to release medical device information and electronic products on traditional and emerging social media platforms for the purpose of advancing public health communications on FDA-regulated medical devices and electronic products.

Duties/Responsibilities:

The Health Communications Specialist-Marketing and Branding also performs the following duties:

- Develop and produce modern and engaging multimedia content, long-term and short-term marketing plans, programs and strategies to deliver public health

messages about the benefits and risks of medical devices and regulatory policies.

- Set long-term vision for CDRH strategic communications across various social media platforms.
- Utilize multiple social media platforms as well as social media management tools to convey information and publicize the organization's mission; and alert the public to urgent public health matters, specific medical device problems, or agency regulatory decisions and guidance
- Monitor CDRH's social media content for appropriate professional content and provide feedback and advice based on analysis of the content's effectiveness.
- Manages and integrates multiple communication channels (including partners and the media), development, coordination, and maintenance of partnerships.

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:

- Advanced skill in leading wide-scale, science and audience-based health communication and marketing programs and translation activities that use multiple channels to reach audiences of varying culture, race and ethnicity, socioeconomic background, or levels of interest and comprehension.
- Skilled in creating multimedia tools for social listening, social analytics and social engagement to successfully manage the social media programs of a brand/product.
- Knowledge of program and project management to manage the implementation and evaluation of health communications and marketing of messages, strategies, programs and policies.
- Expert skill in developing and producing modern and engaging multimedia content; promote innovative outreach methods to support organizational programs, and utilizing a variety of methods and techniques to reach the targeted demographic and influences.
- Ability to apply plain language principles to develop and promote strategies to obtain, analyze, and incorporate the views and needs of health professionals and lay device users into Center communications, policies and decision making.
- Ability to communicate effectively, orally and in writing, with non-technical and technical staff.

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)
- Experience managing the vision, marketing, and branding for public health campaigns.

Basic Qualifications:

Candidates must possess the required individual occupational requirements to qualify for one of the following series applicable to the position: General Arts and Information ([1001](#)), and Public Health Specialist ([0685](#)).

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 “**Health Communications Specialist-Marketing and Branding (OCE/DC)**” in the email subject line.
- Email applicant package to CDRHRecruitment@fda.hhs.gov.
- Visit [CDRH Jobs](#) to see additional opportunities.

Conditions of Employment:

- United States Citizenship is required.
- 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.
- To ensure compliance with an applicable preliminary nationwide injunction, which may be supplemented, modified, or vacated, depending on the course of ongoing litigation, the Federal Government will take no action to implement or enforce the COVID-19 vaccination requirement pursuant to Executive Order 14043 on Requiring Coronavirus Disease 2019 Vaccination for Federal Employees. Therefore, to the extent a federal job announcement includes the requirement that applicants must be fully vaccinated against COVID-19 pursuant to Executive Order 14043, that requirement does not currently apply. Federal agencies may request information regarding the vaccination status of selected applicants for the purposes of implementing other workplace safety protocols, such as protocols related to masking, physical distancing, testing, travel, and quarantine.

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.