



**U.S Department of Health and Human Services (HHS)  
Food and Drug Administration (FDA)  
Center for Drug Evaluation and Research (CDER)  
Office of Communications (OCOMM)**

**Application Period:** January 31, 2023 – February 10, 2023

**Area of Consideration:** United States Citizenship is required. You must be a U.S. Citizen or U.S. National. Foreign nationals or legal permanent residents are not eligible for consideration.

**Position:** Lead Digital & Web Content Manager

**Series:** AD-1412

**Location(s):** Silver Spring, MD

**Salary:** \$126,233 - \$142,921

**Work Schedule:** Full Time

**Cures Band(s):** Band D

**Full Performance Band Level:** Band D

**Travel Requirements:** 25% or less

**Bargaining Unit:** 3591

**Relocation Expenses Reimbursement:** You may qualify for reimbursement of relocation expenses in accordance with agency policy.

**This position is being filled under a stream-lined 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 this authority.**

**Additional information on 21st Century Cures Act can be found here:**

[\*\*21st Century Cures Act Information\*\*](#)

## Introduction

The Food and Drug Administration (FDA) is the regulatory, scientific, public health and consumer protection agency responsible for ensuring all human and animal drugs, medical devices, cosmetics, foods, food additives, drugs and medicated feeds for food producing animals, tobacco and radiation emitting devices safe, and effective.

The mission of the Center for Drug Evaluation and Research (CDER) is to perform an essential public health task by making sure that safe and effective drugs are available to improve the health of people in the United States. CDER regulates over-the-counter and prescription drugs, including biological therapeutics and generic drugs.

The Office of Communications (OCOMM) is a multi-faceted organization with responsibility for the overall communication efforts within the as a variety of responsibilities including advising Center leadership on Communications strategies and providing leadership and direction for all Center internal/external communications.

The mission of the Division of Digital Online Communication (DDOC) is to lead the development and maintenance of digital, online tools and e-partnership to improve outreach to the public. We provide senior staff and tracks emerging new digital and media trends on their usefulness and feasibility.

## Duties/Responsibilities

As **Lead Digital & Web Content Manager**, the incumbent serves on Center and Agency Internet and Intranet committees to provide input, and to help coordinate policy, information, content development, training, web site promotion and other web or multimedia activities. Helps develop materials specifically for the web sites or other media that support CDER and FDA initiatives, and helps monitor, evaluate, and apply feedback to increase web utilization and effectiveness.

Tracks and manages web pages and project workload distribution via spreadsheet or project management software. Develops standard operating procedures for Division use.

Maintains a broad understanding of web technology. Applies research to the development of web pages and disseminates this information to the Web team, and other Agency staff working on web or multimedia projects. Research areas include multimedia applications, usability and accessibility techniques, analysis of web metrics for web design, compliance with Section 508 compliance requirements, and Web applications. Serves as a consultant in these areas to others in the Division, the Office, Center, and Agency.

Helps assess Center, Agency, and public web users' information needs. Works with Division, CDER, other centers and FDA colleagues at all organizational levels to help design, develop content, organize information, and create informational and educational web pages.

Helps design and maintain complex Web-searchable applications or visual and audio content. Serves as a Web or Multimedia Content Specialist for several broad subject areas for CDER's Internet and intranet sites, providing content development, editorial work, information organization and page management for the assigned areas.

Reviews, edits, evaluates, and provides feedback to CDER and FDA colleagues on content they

have developed for public or internal audiences. Ensures that content is in alignment with the CDER and Agency mission, 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.

### **Team Leader Responsibilities:**

The incumbent leads a team of a minimum of four other interdisciplinary professionals, and (1) articulates and communicates to the team the assignment, project, problem to be solved, actionable events, milestones, and/or program issues under review, and deadlines and time frames for completion; (2) provides input on the training needs of team members and works with division management to arrange specific administrative and/or technical training to accomplish tasks or projects; (3) monitors and reports on the status and progress of work, checking on work in progress and reviewing completed work to see that the supervisor's instructions on work priorities, methods, deadlines and quality have been met.

Supervisory Responsibilities: N/A

## **Conditions of Employment**

- U.S. Citizenship requirement or proof of being a U.S. National must be met by closing date.
- Employment is subject to the successful completion of a background investigation, verification of qualifications, completion of onboarding forms, submission of required documents, and any other job-related requirement before or after appointment.
- Applicants must meet all qualification requirements by the closing date of this announcement.
- Direct Deposit: You will be required to have all federal salary payments electronically deposited into a bank account with a financial institution of your choice.
- FDA participates in e-Verify: All new hires must complete the I-9 form; this information will be processed through e-Verify to determine your employment eligibility. If a discrepancy arises, you must take affirmative steps to resolve the matter.
- Males born after December 31, 1959, must be registered with the Selective Service.
- One-year supervisory probationary period may be required.
- Financial Disclosure may be required.
- Ethics Clearance may be required.
- Background Investigation/Security Clearance is required. All employees must pass a security investigation. Failing to pass the background check may be grounds for removal or legal action. If hired, you may be subject to additional investigations at a later time.

## **Qualifications**

To be placed into a Cures position, candidates must meet the following criteria:

1. Scientific, Technical, and Professional Fields
2. Qualified and Outstanding Candidates <sup>3</sup>

- a. **Qualified** applies to all candidates for Cures appointments. The FDA OTS will use the basic requirements defined in the [OPM Qualification Standards](#) as a baseline for comparing experience levels and other candidate attributes for relevant positions.
- b. **Outstanding** candidates can be defined by existing outstanding work experience, outstanding performance rating, or both.

To qualify for this Title 21 Cures position, the candidate(s) must meet the following **required** qualifications. *Please note: Additional education and experience listed that is not indicated as required is preferable and desired. Candidates who do not meet the “desired” criteria will not be excluded from consideration for this position.*

**Education Requirement:**

**Technical Information Services Series, AD-1412**

Degree: A full 4-year course of study that meets all the requirements for a bachelor's degree with major study in the subject-matter field of the position to be filled.

OR

Four years of experience that provided a knowledge of the basic principles, theories, practices, techniques, and terminology of a discipline or subject-matter field; an understanding of the standard methods, procedures, and techniques of research and analysis in the subject-matter field; and where appropriate, ability to read and comprehend nontechnical material in one or more foreign languages. Such experience must have been equivalent to that which would have been gained through a 4-year college curriculum.

OR

A combination of education and experience as described above.

In addition to the basic requirements, for Band B and above, applicant must have 1 year experience equivalent to at least next lower band level. Experience must have demonstrated the ability to perform, supervise, or direct one or more of the functional areas of work covered by this series; to understand the concepts, theories, new developments, and co-relationship of information in related fields; and to maintain up-to-date information on the state of the art. For positions where foreign language proficiency is needed, applicants must be able to read and/or translate material in the appropriate specialized subject-matter field.

For more information, please see: [OPM Occupational Series Qualification Requirements](#).

**Desired Education:**

Our ideal candidate will possess:

- Demonstrated knowledge of the theories, principles and objectives of web page design and authoring; systems design; information management; visual and audio media development and writing and editing demonstrates thorough familiarity with a wide

variety of software and equipment.

- Demonstrated knowledge of Drupal, Bootstrap, HTML, XML, Microsoft Office 365, and current multi-media software is desirable, but not required.

#### Desired Professional Experience:

Our ideal candidate will possess an advanced working knowledge of all aspects of occupational specialty. May be obtaining proficiency in one or more aspects of other occupational specialties.

## Education Transcripts

SUBMITTING YOUR TRANSCRIPTS: Positions which are scientific or technical in nature often have very specific educational requirements. A transcript is required to verify educational achievement. Pay careful attention to the Qualifications and Education sections to identify vacancies where a transcript is required. Even if you hold a similar position or are a current FDA employee, you are not exempt from transcript requirements.

FOREIGN EDUCATION: If you are using education completed in foreign colleges or universities to meet the qualification requirements, you must show that the education credentials have been evaluated by a private organization that specializes in interpretation of foreign education programs and such education has been deemed equivalent to that gained in an accredited U.S. education program; or full credit has been given for the courses at a U.S. accredited college or university. For more information about this requirement, please visit the [U.S. Department of Education website for Foreign Education Evaluation](#).

## Security Clearance Requirements

Background Investigation/Security Clearance Requirements: Non-Sensitive/Moderate Risk

The incumbent has access to documents and facilities related to national security. Drug usage could impair the reliability, stability, and judgment of the incumbent which could undermine public confidence in the agency. Drug dependency would create the possibility of coercion and irresponsible actions leading to the disclosure of highly sensitive information. Therefore, this is a Testing Designated Position, and the incumbent is subject to testing for drug usage in accordance with the HHS plan for a Drug Free Workplace.

## Vaccination Requirements

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.

## Ethics Clearance Requirements

This position may require financial disclosure reporting and will be subject to FDA's prohibited financial interest regulation. If you are hired, you may be required to divest of certain financial interests. You are advised to seek additional information on this requirement from the hiring official before accepting any job offers. For more information please visit the FDA Ethics web page: <https://www.fda.gov/about-fda/jobs-and-training-fda/ethics>.

## Equal Employment Opportunity

### 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

### 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](#).

## E-Verify

The Food and Drug Administration participates in the USCIS Electronic Employment Eligibility Verification Program (E-Verify). E-Verify helps employers determine employment eligibility of new hires and the validity of their Social Security numbers.

## How to Apply

How to Apply: Submit resume or curriculum vitae with cover letter by **February 10, 2023**, to: [CDER-OCOMM-AMT@fda.hhs.gov](mailto:CDER-OCOMM-AMT@fda.hhs.gov).

## Announcement Contact

For questions regarding this Cures position, please contact [CDER-OCOMM-AMT@fda.hhs.gov](mailto:CDER-OCOMM-AMT@fda.hhs.gov).

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

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