

**REIMBURSABLE DETAIL
FDA Center for Tobacco Products**

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP), Office of Health Communication and Education (OHCE). is offering a Detail opportunity for an **Unclassified Duties** (Supervisory Health Communications Specialist GS-1001-14). Applicants and current employees at the GS-13 and GS-14 levels are encouraged to apply. The Detail is available for a period of 120 days. PHS Commissioned Corps Officers may apply. A Temporary Promotion may not be considered.

Bargaining Unit Status: Non-Bargaining Unit Position

Position: Unclassified Duties

Duty Location: Anywhere in the U.S. (REMOTE JOB)

Office Location: FDA
Center for Tobacco Products
Office of Health Communication and Education
White Oak, Building 75
10903 New Hampshire Ave
Silver Spring, MD 20993

Opening Date: March 20, 2023

Closing Date: March 31, 2023

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 would enjoy the challenge of handling a variety of assignments related to the dissemination of public health messaging through a variety of paid media channels to achieve CTP goals and objectives. The incumbent is responsible for executing diverse responsibilities related to tobacco control science, health communications, and the implementation of behavior change public education campaigns and other special assignments.

Duties include:

The selected employee will serve on Unclassified Duties as the Supervisor of Campaigns Team #3 in the Division of Public Health Education, OHCE.

The duties may include:

- Managing the administrative aspects of the “The Real Cost” Cigarette campaign and the cigarillo public education effort including tracking budgets and invoices to ensure spending is aligned with CTP priorities to include monitoring the performance and compliance of contractors within their scope of work.

- Collaborating with the Division of Research and Evaluation on various research initiatives to enhance research processes, information gathering, and lead efforts to further refine audience profile development.
- Collaborating with other divisions in OHCE and facilitating coordination and communication across teams to ensure transparency and efficiency.
- Leading and collaborating across teams in the planning, implementation, and management of major, complex public health communication and marketing programs and other campaigns,
- Planning, organizing, and directing the activities of team employees; balancing workload and providing advice, guidance, and direction on a wide range of public health education issues.
- Providing oversight and guidance on evidence-based tobacco control and communication strategies for campaigns directed toward the general public, under-served populations, youth, and/or other at-risk populations.
- Directing strategies for media buying and planning, target audience psychographics analysis, creative development, brand development and adherence, creative production, and interactive tactics and tools to increase saliency and engagement among intended audiences.
- Developing new insights, questioning conventional approaches and encouraging new ideas and innovations in the development of formative and outcome evaluation research plans and activities, annual paid media plans, creative messaging, digital and social strategies, and partnership activities for assigned campaigns.
- Fostering cooperation, communication, and facilitation in open and honest exchanges of ideas across disciplines.
- Leading the development and management of contracts and/or task orders and requests for proposals; reviewing the conduct and quality of contractor work performed.
- Ensuring that FDA brand and identity standards are met, and clearance processes followed.
- Presenting health communication briefings or presentations to various groups to include Federal, state, and local constituents.
- Additional duties as assigned.

Desired Knowledge and Skills:

- Ability to carefully analyze documents.
- Excellent organizational skills.
- Supervisory experience.
- Skill in working collaboratively.
- Excellent oral and written communication skills.

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-13 and GS-14 grade levels or Commissioned Corps Officers.

Please enter **Detail: CTP, OHCE Unclassified Duties (March)** in the subject line of e-mail.

Interested applicants should submit a copy of their resume, most recent copy of SF-50, copy of their transcripts, and statement of interest via email to: CTP-Recruitment@fda.hhs.gov.

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Detail is reimbursable.
Travel Expenses will not be paid.

Candidates must express interest by March 31, 2023.

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