



Title 21 Vacancy Announcement
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: May 2, 2023 – May 9, 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: Health Communication Specialist

Series: AD-1001

Location(s): Silver Spring, MD

Salary: Starting at \$132,368 - \$149,867

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.

Duties/Responsibilities

As **Health Communication Specialist**, the incumbent develops and leads integrated public education and risk communications programs with multiple audiences which includes the following key elements: appropriate formative and evaluation research, strategic planning, message development, consumer marketing and branding, partnership development, materials development and distribution, and social marketing, among others. Specific duties include the following:

- Develops, executes, or administers public health education, external communications and programs related to CDER's work.
- Analyzes and provides authoritative evaluations and recommendations concerning planned, existing, or past CDER programs, campaigns, and activities to execute CDER's vision for public health education and external relations.
- Identifies and takes appropriate action on trends that might lead to new education programs.
- Identifies priorities for the assigned area of expertise and opportunities for collaboration which will include the responsibility for all programs, projects and acquisition required to meet these goals.
- Provides strategic guidance, advice, and other health education and communication services to OCOMM's divisions and office; and keeps the internal stakeholders (i.e., CDER staff) apprised of relevant developments in health communication science.
- Plans, develops, tests, and implements all health education programs and activities within the assigned area of expertise.
- Establishes and nurtures relationships with external health communication and researchers investigating the impact of advertising materials on consumer perceptions and behaviors. In addition, the incumbent provides updates on relevant developments in the assigned area of expertise to internal and external groups (e.g., CDER staff, state partners, international regulatory and stakeholder partners) to facilitate national or international efforts.
- Performs specific duties directly associated with CDER's Controlled Substances Program (CSP). Performs public education and external relations activities necessary to educate the American public about CDER's Controlled Substances Program and related activities to promote the public health by minimizing risks associated with problematic use of controlled substances while enabling appropriate access for medical use. Generates broad national and international visibility for CDER's CSP and related matters for CDER and FDA.

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
 - 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:

Health Communication Specialist, AD-1001 Series

There are no Individual Occupational Requirements for this series.

For more information, please see: OPM Occupational Series Qualification Requirements.

Desired Education:

Our ideal candidate will possess:

- Degree in Journalism, communications, or other fields related to the position.
- Ability to apply knowledge of public health terminology and of how public health programs(s) and strategies work at local, state, federal, and internal levels.
- Demonstrated written/verbal communications, including presentation skills.
- Demonstrated critical thinking skills.

Professional Experience: N/A

Desired Professional Experience:

Our ideal candidate will possess:

- Expertise applying communication and principles, methods, theories, practices, and techniques as a technical authority.
- Experience evaluating health communication programs, projects, and strategies.
- Demonstrated advanced knowledge of the effective use of the effective use of research-based message development to prompt behavioral change.
- Demonstrated proficiency in risk-communication strategies to targeted audiences and the public.
- Demonstrated ability to develop, oversee, and execute successful consumer and media campaigns.
- Demonstrated advanced knowledge of traditional news and social media communication approaches.
- Demonstrated well-developed skills in building and maintaining relationships with disparate stakeholders.
- Experience leading large-scale, science, and audience-based health communication programs. Demonstrated ability leading program evaluations designed to assess public education and communications strategies.

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

A background security investigation will be required for all appointees. Appointment will be subject to the applicant's successful completion of a background security investigation and favorable adjudication. Failure to successfully meet the requirements may be grounds for appropriate personnel action. In addition, if hired, a background security investigation or supplemental investigation may be required later.

Applicants are also advised that all information concerning qualifications is subject to investigation. False representation may be grounds for non-selection and/or appropriate disciplinary action.

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 accommodation to have an equal opportunity to apply for a job. An employee with a disability needs accommodation to perform the essential job duties or to gain access to the workplace. An employee with a disability needs 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 **May 9, 2023**, to: CDER-OCOMM-AMT@fda.hhs.gov.

Announcement Contact

For questions regarding this Cures position, please contact 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.

FDA is an equal opportunity employer.

