

**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 a **Public Affairs Specialist, GS-1035-12/13**. Current employees at the GS-12 and GS-13 grade levels are encouraged to apply. The Detail is available immediately for a period of 120 days. PHS Commissioned Corps Officers may apply. A temporary promotion may be considered.

**Bargaining Unit Status:**                      **Bargaining Unit Position**

**Position:**    Public Affairs Specialist

**Office Location:**                                      Remote

**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:**                                      **July 17, 2023**

**Closing Date:**                                      **August 4, 2023**

**Area of Consideration:**                      **FDA-Wide**

CTP 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. OHCE is the central point for communication about CTP's activities, public education campaigns, and key messages to provide information about the regulation of tobacco products, the health risks associated with tobacco use, and the benefits of quitting or never starting to use tobacco.

**Duties include:**

The selected employee will serve as a Public Affairs Specialist on the OHCE, Division of Regulatory Communications, Strategic Communications Team 1 tracking key tobacco regulatory issues, science, public education initiatives, and developing strategic communication material around these topics, from key messages to questions and answers (QA) to opinions and editorials.

The duties may include:

- Strategizing and developing comprehensive communications plans around regulatory actions, such as rulemaking and enforcement efforts, as well as public education campaigns.
- Managing clearance of communications plans for assigned projects.

- Strategically advising management on how to best communicate CTP's actions, including anticipating and taking into consideration the public affairs implications of the Center's policies and decisions.
- Strategizing and developing communication materials designed to reach targeted audiences through a variety of channels, including traditional and social media, the web, email blasts and newsletters, and speaking engagements.
- Supporting and/or leading the day-of tasks for disseminating final communication materials, coordinating events and calls, and ensuring proper message alignment across offices and programs.
- Preparing a range of written materials such as key messages, news releases, QAs, and feature stories to promote the agency's position on a variety of sensitive, controversial, and/or complex issues.
- Collaborating and communicating with team and office members to share knowledge and information; providing written and oral updates.
- Staying up to date on relevant information, including specific media coverage of CTP actions, research findings and studies, and statements by relevant stakeholders.
- Working closely across Center to solicit and synthesize input into communications materials.
- Preparing and supporting CTP Leadership as they conduct interviews with the news media or other stakeholders; assisting and supporting the FDA, Office of Media Affairs' (OMA) role as official FDA spokesperson, when needed.
- Supplying CTP Leadership and/or OMA staff with the properly cleared language and information to respond to questions and criticisms from reporters, editorial writers, and newspaper/online columnists in the preparation of material related to CTP programs.
- Ensuring CTP's public affairs program accurately, persuasively, and consistently delivers the Center's messages to stakeholders and constituents.

**Desired Knowledge and Skills:**

- Excellent organizational skills
- Expertise in meeting deadlines in a fast-paced environment while managing multiple priorities
- Skill in working collaboratively
- Excellent oral and written communication skills

**Application Procedure:**

Supervisory concurrence should be obtained before you apply to this Detail. Interested applicants should submit a resume or CV, a copy of your most recent SF-50 (Notification of Personnel Action) that identifies your current pay plan, series, grade, full performance level, and time in grade. Within grade increases or promotion SF-50s are preferred. Commissioned Corps Officers are also encouraged to apply and should submit a resume or CV. The Detail opportunity is open to all candidates qualified at the GS-12/13 grade level or Commissioned Corps Officers (O-4/O-5).

Please enter **Detail: Public Affairs Specialist (July)** in the subject line of e-mail.

Interested applicants should submit their documents via email to: [CTP-Recruitment@fda.hhs.gov](mailto:CTP-Recruitment@fda.hhs.gov).

To be considered for this opportunity, all requested documentation must be submitted by the announcement closing date, **Friday, August 4, 2023**

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