



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 (DC)

Application Period: February 9, 2024, through March 9, 2024

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 Communications Specialist

Series: [General Arts and Information \(1001\)](#) and [Public Health Program Specialist \(0685\)](#)

Location(s): Remote Eligible

Salary: Salary is commensurate with Education and experience and starts at \$99,200.00

Work Schedule: Full-Time

Cures Band(s): Band B and Band C

Full Performance Band Level: Band C

Travel Requirements: This position requires less than 10% of travel

Supervisory: No

Bargaining Unit: 3591

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 or Agency) 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 Devices and Radiological Health ([CDRH or Center](#)) is to protect and promote the public health by performing essential public health tasks by making sure that medical devices and radiological health products are safe for people in the United States. The Office of Communications and Education ([OCE or Office](#)) manages communication regarding medical

devices and radiation-emitting products to external audiences, education for regulated industry, and communication and training for CDRH employees. The Division of Communication ([DC or CDRH Comms](#)) provides strategic direction for and manages the development and release of internal and external communication regarding medical devices and radiation-emitting products for the Center.

Duties/Responsibilities

Reporting directly to the External Communication Branch Chief, you will serve as a Health Communications Specialist responsible for identifying and integrating traditional and modern health external communication strategies, as well as new and emerging web-based technologies and social media, for the purpose of advancing public health communications for the FDA on behalf of the Division related to medical devices and radiation emitting products. Additionally, the Health Communications Specialist will perform the following duties:

- Supports the Division's strategic communication programs, research efforts, and findings to develop and deliver public health messages about the benefits and risks of medical devices and regulatory policies.
- Coordinates the gathering of data and other information and drafts documents, such as Safety Communications, fact sheets, program briefings, one-page program summaries, and web pages.
- Supports the development and implementation of communication and marketing programs, projects, and strategies for the general public and other audiences. Ensures health communication activities are based on theory and use accepted principles, methods, and practices.
- Presents health communication briefings or presentations to various groups (i.e., federal, state, and local constituents) to support health communication and information dissemination efforts for assigned programs and reviewing, editing, and clearing communication and marketing materials and presentations by professional staff.
- Develops messages and materials that are scientifically valid and consistent with program initiatives or objectives based on communication practices and marketing theories and principles; audience research (including concept, message, and usability testing); and targeted or tailored for diverse audiences (messages and materials address cultural and socioeconomic challenges to effective communication and consider the diverse interests, needs, concerns, and priorities of population segments).

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.

In order 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.*

Professional Experience: To qualify for this position, you must demonstrate in your resume the necessary qualifying experience for this position, which is equivalent to the following:

- Writing and editing communication materials related to public health and/or safety initiatives for distribution to professional and lay audiences (e.g., health professionals and the general public); and
- Assisting with developing or executing strategic communications initiatives, e.g., identifying target audiences, developing key messaging, and assisting with tracking program metrics and developing reports for leadership.

Desired Professional Experience:

- Project and Self-Management Skills – Shown ability to get things done and deliver in a complex environment (high visibility, deadlines, accelerated timelines).
- Ability to communicate effectively, orally and in writing, with non-technical and technical staff.
- Able to meet deadlines in a fast-paced environment while managing multiple priorities.
- Knowledge of health communication and marketing goals and objectives, primary and secondary data sources, environmental scanning, need assessments, and health risk communication sufficient to identify information gaps, needs, and opportunities.
- Ability to define and analyze target audiences; collaborate with staff and partners to formulate communication and marketing strategies.
- Skill in planning and implementing health communication and marketing programs and outreach-partnership efforts.
- Skill in written communication techniques, and the ability to write documents such as program and project descriptions, communication and marketing plans, reports about audience research and results, scopes of work, and training tools. Ability to report on research and evaluation results orally, and in writing.
- Ability to apply research or evaluation results to the development of health communication and marketing messages.

How to Apply

Submit resume or curriculum vitae, with cover letter by **March 4, 2024**, to CDRHRecruitment@fda.hhs.gov. Compile all applicant documents into **one (1)** combined document (i.e., Adobe PDF). Candidate resumes may be shared with hiring official within the CDRH with a similar job vacancy. Candidates can opt out of this process by annotating resume with “do not share”. Please include the following Job Reference ID in the subject line of your email submission: **OCE/DC/ECB Health Communications Specialist**

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.

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.
- 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.

Security Clearance Requirements

Background Investigation/Security Clearance Requirements: This position requires a **Public Trust** security clearance.

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

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

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.

Announcement Contact

For questions regarding this Cures position, please contact CDRHRecruitment@fda.hhs.gov.

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

FDA is an equal opportunity employer.

