

**FDA STAFF MANUAL GUIDES, VOLUME 1 – ORGANIZATIONS AND FUNCTIONS**

**FOOD AND DRUG ADMINISTRATION**

**OFFICE OF GLOBAL REGULATORY OPERATIONS AND POLICY**

**OFFICE OF REGULATORY AFFAIRS**

**OFFICE OF COMMUNICATIONS AND QUALITY PROGRAM MANAGEMENT**

**DIVISION OF COMMUNICATIONS**

Effective Date: 1/10/2014

**1. DIVISION OF COMMUNICATIONS (DLLRFA).**

- A. Leads the organization's communications activities and provides strategic counsel and advice to the Office of Regulatory Affairs (ORA) and agency senior leadership on communications and issues that affect organization-wide programs, projects, strategies, partnerships, and initiatives for all ORA audiences.
- B. Maintains broad understanding of the needs of ORA and develops overarching public communication, education activities, and strategic communications planning to build awareness and promote important organization initiatives.
- C. Serves as ORA's focal point for developing a full range of editorial, Web and digital media information, materials, and products for the organization's key audiences (consumers, health professionals, industry and employees).
- D. Provides expertise and consultative services and strategic communications planning for various ORA initiatives, programs and events, and develops core communication tools for application within ORA.

**2. PUBLIC AFFAIRS AND EDITORIAL SERVICES BRANCH (DLLRFA1).**

- A. Develops, coordinates, and evaluates public health communication strategies and education activities in support of ORA operations.
- B. Develops communications plans, produces informational materials, and drives messages out through media relations, stakeholder outreach, use of digital and media tools, and various federal/state and stakeholder broadcasts and events.

- C. Plans, schedules, and controls public educational operations and formulates, coordinates, and implements public affairs workplans to carry out both local and national programs in conjunction with district staff.

### **3. WEB AND DIGITAL MEDIA STRATEGIES BRANCH (DLLRFA2).**

- A. Oversees the development, deployment, delivery and maintenance of ORA's Web and digital media presence and leads OCQPM SharePoint administration and collaborative work processes.
- B. Sets long-term vision for the management of all ORA Web/Intranet communication channels, implements ORA Web policies, and leads the ORA Web Council.
- C. Researches and consults on best practices for Web communication and digital media and conducts website analyses including usability testing and analytics to identify the information needs of specific target audiences.

### **4. AUTHORITY AND EFFECTIVE DATE**

The functional statements for this Division were approved by the Deputy Commissioner for Operations and Chief Operating Officer, effective January 10, 2014.

**FOOD AND DRUG ADMINISTRATION  
OFFICE OF GLOBAL REGULATORY OPERATIONS AND POLICY  
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DIVISION OF COMMUNICATIONS**

**OFFICE OF THE DIRECTOR**

Public Affairs and Editorial Services Branch  
Web and Digital Media Strategies Branch

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STAFF MANUAL GUIDE 1121.51  
ORGANIZATIONS AND FUNCTIONS  
EFFECTIVE DATE: January 10, 2014

The following is the Food and Drug Administration, Office of Global Regulatory Operations and Policy, Office of Regulatory Affairs, Office of Communications and Quality Program Management, Division of Communications organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR:

- Public Affairs and Editorial Services Branch
- Web and Digital Media Strategies Branch