

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

**FOOD AND DRUG ADMINISTRATION**

**OFFICE OF THE COMMISSIONER**

**OFFICE OF EXTERNAL AFFAIRS**

Effective Date: 02/27/2013

**1. OFFICE OF EXTERNAL AFFAIRS (DAU).**

- A. Serves as the central point of communication and education about the FDA's public health and regulatory activity. This includes the development, coordination, and leadership of all FDA communications and outreach efforts to the news media, health professionals, patient advocates, industry, states, consumer groups, and the general public. OEA also serves as the focal point for internal employee communications, speechwriting, creative and editorial services, and best practices in digital and web technology.
- B. Advises the Commissioner, Deputy Commissioners and other key Agency officials on FDA's communications to the media, Congress, and the general public on issues that affect Agency-wide programs, projects, strategies, partnerships and initiatives.
- C. Advises and assists the Commissioner and other key officials on all public information programs; acts as the focal point for disseminating news on FDA activities and as a Liaison with the Public Health Service and the Department of Health and Human Services on public information programs.
- D. Advises the Commissioner, Deputy Commissioners and other senior staff throughout FDA on sensitive and controversial programs and initiatives that affect external stakeholder groups; provides historical expertise and records to inform those decisions.
- E. Coordinates Agency-wide communication activities.
- F. Ensures consistent visual identity and messaging across the Agency.
- G. Provides communication expertise and state-of-the-art digital guidance and tools for application across the Agency.

- H. Leads efforts to enhance FDA's communications infrastructure to better serve the public.
- I. Serves as a Liaison between FDA and health professional and patient advocacy organizations to solve problems and address concerns these groups have with Agency policies and programs related to human and medical product development and safety.
- J. Coordinates and implements policies, programs and initiatives related to MedWatch, including MedWatch website and E-list.

## **2. WEB AND DIGITAL MEDIA STAFF (DAU1).**

- A. Responsible for directing the design, content management, usability, and evaluation of the FDA website ([www.fda.gov](http://www.fda.gov)). Develops and interprets the Agency's web policies, and serves as advocates for FDA's web presence and catalysts for creative use of the Web and digital media by the Agency.
- B. Works closely, as partners, with the FDA Office of Information Management (OIM), which is responsible for the technical operations of FDA's website.
- C. Serves as the focal point and contact with the Agency, HHS, and other Federal Government website programs and operations.
- D. Provides direction, strategic planning assistance, and management coordination on Agency website and digital media programs.
- E. Works closely with the website contacts in each of the Centers and principal Offices of the Commissioner to plan, coordinate, execute and evaluate the Agency's website operations.
- F. Establishes, manages, and monitors the implementation of Agency standards and policies for information published on Agency websites.
- G. Provides web-related information management strategy input through a collaborative effort with FDA OIM and the website communications and operations staffs in the Centers and OC.
- H. Designs, develops, implements, monitors, and manages information published on the Agency's website and external digital assets.
- I. Delivers the Agency's messages to the public via the Agency's website and strategic online partnerships in the government, private, and non-profit sectors.

- J. Establishes, manages, and monitors the implementation of Agency standards for Social Media. Provides direction and strategic planning assistance related to Social Media.

### **3. ADMINISTRATIVE MANAGEMENT STAFF (DAU2).**

- A. Provides leadership and direction to the Associate Commissioner for External Affairs, and other senior managers and staff on all areas of management, including budget formulation and execution, financial management, management analysis, personnel, safety, and administrative operations.
- B. Provides leadership and direction for the management and administrative interface with the Agency, Department and other Federal Agencies.
- C. Oversees the management of acquisitions and contracts within OEA.
- D. Provides leadership to assure compliance with statutes, executive orders and administrative directives, such as the Chief Financial Officer Act and the Federal Financial Managers' Financial Integrity Act.
- E. Plans and directs OEA operations related to financial, personnel, administrative, and safety management services.
- F. Provides leadership and guidance to OEA on all aspects of administrative management operations, physical security, safety management and property management activities in accordance with established guidelines.
- G. Directs and coordinates the OEA safety program nationwide; develops plans and activities to assure the OEA compliance with safety related laws and regulations.
- H. Provides services and support on human capital management activities and serves as Liaison with the Agency's Office of Human Resources.
- I. Develops and coordinates short and long-range facility plans and priorities for the OEA. Serves as Principal Liaison with other Agency components to assure that the OEA facilities are adequate and that special issues, needs, or concerns are addressed.

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

The functional statements for this Office were approved by the Commissioner of Food and Drugs on February 27, 2013.

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STAFF MANUAL GUIDE 1150.1  
ORGANIZATIONS AND FUNCTIONS  
EFFECTIVE DATE: February 27, 2013

The following is the Food and Drug Administration, Office of the Commissioner, Office of External Affairs organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR:

- Administrative Management Staff
- Web and Digital Media Staff
- OFFICE OF HEALTH AND CONSTITUENT AFFAIRS
- OFFICE OF MEDIA AFFAIRS
- OFFICE OF COMMUNICATIONS