

Position Title: Deputy Division Director
Supervisor's Title: Division Director
Grade/Rank and Series: GS-15, or Commissioned Corps equivalent
Bargaining Unit Status: Non-Bargaining
Duty Station: Rockville Only

Office	Job Series	Duty Station Location
Office of Strategic Business Operations (OSBO), External Affairs Division (EAD)	Supervisory Public Affairs Specialist (GS-1035)	Rockville

OVERVIEW

The Supervisory Public Affairs Specialist will serve as Deputy Division Director of the External Affairs Division, responsible for internal and external communications on behalf of the Bureau of Primary Health Care (BPHC) with a wide-range of responsibilities including issues management, stakeholder relations, strategy development and the creation of a variety of print, online and multimedia products and facilitate the creation and implementation of roll-out plans and new and innovative communication strategies to further the BPHC mission. BPHC's stakeholders include employees, grantees, news media, members of congress, government agencies and the public.

RESPONSIBILITIES

- Lead strategic human capital activities for the Division.
 - ✓ Lead the Division's recruitment, retention, and recognition activities. Analyze quantitative and qualitative data to assess the effectiveness of these efforts.
 - ✓ Establish and refine personnel priorities and activities to support Division operations, progress, Division priorities, and professional development goals, including working to broaden the diversity of the Division.
 - ✓ Coordinate new staff welcoming and on-boarding activities related to Division operations. This entails supporting the Division's team leads in developing a Division/role-specific strategy for training new staff to assure success specific to the Division's/Team's goals.
 - ✓ Build staff capacity and direct career development activities within the Division, including, but not limited to, individual development plans, training, and networking.
 - ✓ Create a work environment within the Division that promotes employee empowerment and teamwork.

- Provide direct supervision for team leads and staff within the Division.
 - ✓ Supervise Team Leads and staff in the Division in order to support the needs, goals, and objectives of the Division and the Bureau of Primary Health Care.
 - ✓ Develop systems to monitor and ensure accountability, including participating in Division Director update/status meetings and gathering input from Team Leads, and Division Senior Advisor.
 - ✓ Conduct formal performance reviews.
 - ✓ Work closely with BPHC Human Resources (HR) leadership to ensure that Division policy and procedures maximize staff performance and proactively address/resolve situations that might lead to EEO complaints or grievances.

- Serve as a member of the Division Management team.
 - ✓ Serve as the backup Division Director when he/she is not available.
 - ✓ Formulate strategic communications plans and procedures, and evaluative methods for operation of the Division in consultation with the Division Director and Division Senior Advisor.
 - ✓ Participate in Division management meetings and negotiations to explain and/or resolve complex issues concerning implementation of personnel and professional development programs.
 - ✓ Coordinate activities related to strategic human capital and professional development of staff across Divisions and Offices.

EXPECTED RESULTS

- Division systems and processes support a responsive, innovative, agile, and team-based work environment that holds staff accountable for the results of their assigned work; and ensure that dedicated attention is paid to fostering staff professional growth and development.
- Procedures and methods for Division personnel management processes are effective (i.e., staff is retained and/or advances, succession planning prepares the Division for expected losses, new staff is recruited to support Division goals that enhance diversity in a variety of ways, on-going feedback is provided to staff, and performance ratings are timely).
- Informal and formal grievances are resolved appropriately in a timely manner.
- Objectives and priorities support achievement of Division and Bureau professional development goals (e.g., beginning with on-boarding of new staff, including initiating and monitoring individual development plans that include professional training).
- Division staff is fully aware of safety regulations and cooperate fully with related drills (e.g., fire, Continuity of Operations [COOP]).
- Division staff has the appropriate knowledge, skills, and abilities to accomplish Division results and support broader Office functions and results, as needed. All Division staff complete training requirements.
- Division staff is shown appreciation and given appropriate recognition for work done, the manner in which it was accomplished (e.g., supporting the team, with honesty and integrity), and results achieved.

PREFERED EXPERIENCE AND COMPETENCIES

- Proven ability to supervise staff involved in public affairs activities and online content development for newsletters, websites and social media within short and recurring deadlines.
- Proven ability to supervise staff involved in the development and implementation of strategic communication plans that include coordinated outreach to a variety of audiences.
- Proven ability to manage, organize, and prioritize multiple concurrent, complex projects efficiently and effectively.
- Proven ability to collaborate across organizational units and levels to accomplish program goals.
- Proven ability to motivate and to mentor staff who perform public affairs or public relations duties.
- Skill in managing public relations or public affairs programs.
- Excellent oral and written communications, presentation, and persuasion skills.
- Ability to foster strong working relationships built on mutual trust and respect.
- Knowledge of strategic human capital activities and organizational development.
- Skill in developing or overseeing the development of key messages and talking points for announcements and/or responses to inquiries.
- Skill in using metrics to evaluate communication activities to make recommendations for possible improvements.