

Position Title: Lead Health Communication Specialist
Grade/Rank and Series: GS-14, or Commissioned Corps equivalent
Bargaining Unit Status: Non-Bargaining
Duty Station: Rockville Only

Bureau of Primary Health Care Office	Job Series	Duty Station
External Affairs Division (EAD), Office of Strategic Business Operations (OSBO)	Lead Health Communication Specialist (1001)	Rockville Duty Station Only

OVERVIEW

As a Lead Health Communication Specialist for BPHC's External Affairs Division (EAD), the incumbent will be responsible for developing and communicating strategies to further the Bureau of Primary Health Care (BPHC) goals; managing BPHC communications under normal and crisis situations; and implementing and managing broad efforts upon which BPHC wide programs, policy, procedural, and system determinations will be predicated.

RESPONSIBILITIES

- Lead or conduct research and evaluation activities related to health communication and marketing.
- Promote, guide, conduct, and support audience research and evaluation of communication and marketing programs, including formative, process, and outcome evaluation, and qualitative and quantitative methods.
- Ensure BPHC messages, Web pages, and other materials are: scientifically valid and consistent with program objectives, based on communication and marketing theory, principles, and best practices.
- Manage BPHC strategic communications to ensure both quality and timeliness of content, and to develop guidelines for BPHC communications.
- Conduct quantitative program and impact evaluation, trend analysis, and development and management of knowledge management databases.
- Lead the development, implementation, and management, and evaluation of major national communication and marketing programs, projects, and strategies.

Serve as subject matter expert on policies and procedures associated with the team's work.

- Lead team staff with technical expertise needed to ensure quality work is produced within established timeframes.
- Lead team staff in supporting and implementing innovations and improvements in policies, processes, or other key activities.
- Provide direct training for new and existing staff on specific procedures and work processes applicable to the Division/team's goals.
- Use data to analyze and support problem solving; provide recommendations to the Division management team.
- Collaborate with other Division Team Leads to accomplish short and long term projects.

Mentor staff and offer performance feedback.

- Convene team huddles/meetings to promote team work/collaboration and resolve issues.
- Provide information to Deputy Division Director concerning promotions, reassignments, recognition of outstanding performance, training needs of employees, behavioral problems, and personnel needs.
- Offer feedback on timeliness and quality of work products.
- Relay requests for resources and supplies on behalf of the team.
- Gather staff feedback and identify potential action areas for Division improvement. In addition, support efforts to promote employee recognition, empowerment, and teamwork.

EXPECTED RESULTS

- Develop and implement procedures and processes to ensure successful execution of the team's work products and deliverables (e.g., workload distribution, task assignment, strategy development, analysis of team performance on achieving goals, formulation of corrective actions if targets are not met).
- Provide input to the Deputy Division Director regarding the development of Division processes and procedures to monitor and hold staff accountable.
- Facilitate a responsive, innovative, agile, and team-based professional environment that holds staff accountable for the results of their assigned work (e.g., serve as a coach, facilitator, and/or negotiator in coordinating team initiatives and in consensus building activities among team members).
- Promote and support effective Division personnel management processes, including, but not limited to:
 - Staff retention or career advancement opportunities;
 - Succession planning that prepares the Division for expected losses;
 - Staff recruitment to support Division goals; and
 - Performance or results tracking to promote accountability.

PREFERRED EXPERIENCE AND COMPETENCIES

- Knowledge of health communication methods and practices
- Ability to develop and implement strategic communication and marketing plans
- Ability to evaluate the effectiveness of health communication programs
- Ability to motivate and mentor members of the team
- Ability to manage, organize, and prioritize multiple concurrent, complex projects efficiently and effectively
- Ability to collaborate across organizational units and levels to accomplish program goals
- Skill in managing public relations and/or public affairs programs
- Skill in developing written materials on the programs, policies, functions, and activities of the organization
- Skill in ensuring online information and other materials contain accurate and consistent messaging and adhere to best practices and established style guides
- Ability to foster strong working relationships built on mutual trust and respect