

**Position Title:** Division Director  
**Office:** External Affairs Division, Office of Strategic Business Operations, Bureau of Primary Health Care  
**Supervisor's Title:** OSBO Office Director  
**Duty Station:** Rockville, Maryland  
**Grade/Rank and Series:** GS-685-15 or Commissioned Corps equivalent  
**Bargaining Unit Status:** Non-Bargaining

### *OVERVIEW*

The External Affairs Division serves as the focal point for BPHC's public affairs. The Division provides strategic direction and oversight for all internal and external communication. The Division Director manages the content and timing of information disseminated by BPHC in documents, speeches, and through websites and other social media. The Division's work impacts HRSA's headquarters operations, BPHC-wide and other programs and activities, HRSA's field establishment, and large segments of the Nation's population.

### *RESPONSIBILITIES*

- Lead the development of external and internal communications and notifications for program participants, stakeholders, media, the public, and BPHC staff. Ensure that internal and public information activities, services, and products reflect organizational goals and objectives.
- Develop and evaluate the impact and effectiveness of internal and external communication plans and products to ensure that they reflect BPHC goals and objectives.
- Manage dissemination of information via the website and internal and external written communications such as newsletters and webinars.
- Coordinate BPHC responses to Freedom of Information Act requests and ensure their timeliness.
- Coordinate BPHC responses to public inquiries (including media and legislative inquiries); ensure that responses reflect BPHC policies, goals, and objectives, as appropriate.
- Support the development of a system to receive, catalog, and track information requests, responses, and communication and program information resources.
- Develop and implement processes and systems to improve the efficiency and timeliness of responses to external inquiries (e.g., controlled correspondence).
- Develop communications plans for high profile BPHC activities (e.g., funding announcements, policy notifications, release of data/information) that take into account the impact of, and on, external issues or factors.
- Coordinate BPHC communications and technological support (e.g., collaboration on speeches, report development) within HRSA and HHS, and with other Federal agencies, State and local governments, and other public and private partner organizations.

### *EXPECTED RESULTS*

- BPHC communications are streamlined, centralized, and aligned with a unified HRSA and BPHC message.
- BPHC provides accurate, timely, and valuable responses; supports efficient knowledge transfer internally and to external stakeholders.
- BPHC staff is aware of changes and has access to the resources and critical information needed to respond effectively.
- Internal and external information sharing is timely, coordinated, and of high quality.
- Information and resources are provided to the public in an accessible, user-friendly environment, and support effective transfer of knowledge and information.

- Division staff has the appropriate knowledge, skills, and abilities to accomplish Division results and support broader OSBO functions and results, as needed.
- 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 fostering staff professional growth and development.

*PREFERRED EXPERIENCE AND COMPETENCIES*

- Expertise and a minimum of 5 years of experience in providing technical and administrative leadership and direction to program staff on analysis activities
- Minimum of 2 years of experience successfully advising senior level officials
- Expertise in development of communications for program participants, stakeholders, media, and the public
- Expertise regarding development and implementation of internal and external communication strategies and operations
- 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
- Excellent oral and written communications, presentation and persuasion skills
- Ability to foster strong working relationships built on mutual trust and respect