



**Wilson
Center**

Independent Research, Open Dialogue & Actionable Ideas

FEDERAL VACANCY ANNOUNCEMENT

ANNOUNCEMENT: CK750921-LH

TITLE: Supervisory Digital Communication & Marketing Specialist
Outreach & Communications

OPENING DATE: October 10, 2012

CLOSING DATE: October 17, 2012

PAY PLAN/SERIES/GRADE: GS-1101-12

LOCATION: WASHINGTON, D.C.

WHO MAY APPLY: This is a career/career conditional appointment in the U.S. civil service. All U.S. citizens may apply.

Major Duties: Major responsibilities and duties of the incumbent may include; but are not limited to the following:

- Supervise web and database staff in daily activities and long-term projects;
- Analyze website traffic statistics, develop reports and make recommendations to reach target audience;
- Develop online and traditional marketing programs that steer internet traffic to Center's website;
- Provide design assistance for online communications;
- Train staff on website content management system and photo optimization;
- Troubleshoot systems web based and social media systems; and
- Create, develop and maintain Center's websites using version control systems and appropriate web development software.

QUALIFICATIONS REQUIRED:

Specialized Experience GS-12: One year of specialized experience equal to the GS-11 grade level in the Federal service which demonstrates the knowledge, skills, and abilities to perform successfully the duties of this position. Specialized experience includes:

- Supervising employees in daily web and database activities to ensure appropriate content and prompt completion of projects;
- Selecting and managing vendors and contractors that develop products such as email marketing, document management, and audio/video hosting and other we related resources;
- Using web graphic design software with strong skills in HTML, CSS, FTP/SSH command line interface, video management and photo editing and optimization for various marketing plans;
- Implementing an outsourced video and content hosting service and archival system such as BrightCove, Adobe CS 5.5 Suite, including Dreamweaver, Illustrator and Photoshop, and Premier Pro; and
- Training staff on new web and social media technologies.

Education cannot be substituted for specialized experience at the GS-12 grade level.

How to Apply: You must apply for this position online through USAJOBS, the Office of Personnel Management's employment web site. Click on the link below to open the job announcement:

<https://www.usajobs.gov/GetJob/ViewDetails/328215900>

Duties, requirements, application procedures and the full text vacancy announcement can be found at the above link.

****Please note: Applicants must apply online through the USAJOBS website. Application materials submitted to the Woodrow Wilson Center's HR office cannot be considered. ****