

OPEN PERIOD:	Wednesday, August 8, 2018 to Wednesday, August 29, 2018
SERIES & GRADE:	AD-0301-00 Communications Specialist (Writing and Social Media)
SALARY:	Office of Communications \$81548 – 106,012
POSITION INFORMATION:	Temporary, Not to Exceed one (1) year. Excepted Service (This is an Administratively Determined position under the authority of 20 U.S.C. Section 9105(b). Competitive Civil Service is not acquired under this appointment.)
PROMOTION POTENTIAL:	AD-0301-00 (Equivalent to the GS-0301-12)
DUTY LOCATIONS:	1 vacancy - Washington DC Metro Area, DC
WHO MAY BE CONSIDERED:	All Qualified Candidates

The Institute of Museum and Library Services (IMLS) is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grant-making, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities.

KEY REQUIREMENTS:

- US Citizenship Required
- This position is open to all qualified candidates
- Please read all instructions to ensure that you are applying correctly.
- The individual selected may be subject to a background security investigation.

DUTIES:

This position is located in the IMLS Office of Communications (OC), and reports to the Communications Manager. The incumbent will create, enable, and monitor the agency's digital communications strategy and create, manage, and analyze content across all IMLS social media accounts, website, and blog. The incumbent primary responsibilities are writing, editing, e-news, and storytelling skills; social media management; content resources to tell a compelling story; and a passion for supporting and showcasing the work of America's museums and libraries. This position will be responsible for developing and executing upon a creative, compelling content strategy that showcases IMLS's work, reach, and national impact, primarily through social media and the IMLS blog. Major Duties and Responsibilities:

- Employ strong writing skills in creating and editing original, creative content for social media, blog posts, the IMLS website, and other communications pieces, telling compelling stories that elevate the work of IMLS and its museum and library grantees, convey connections with their communities, and reinforce the impact of their services and relationships.
- Serve as an agency resource on plain language and writing skills tailored to various web and print platforms, pieces, and audiences.

- Use the IMLS Strategic Plan 2018-2022, Transforming Communities, as well as communications industry best practices, to help develop and implement a strategic content plan, including the IMLS blog, website, and social media, to inform and educate key museum and library stakeholders, the public, and other influencers.
- Plan and maintain an editorial calendar and schedule content in coordination with the Office of Library Services and the Office of Museum Services and in consideration of other related agency activities, such as data products releases, funding notices, IMLS convenings, staff presentations at meetings, and policy-related activities.
- Ensure that messaging and branding on IMLS social media pages are consistent with the website,
- Identify opportunities and strategies for building relationships and engaging with national and policy-focused stakeholders; library, museum, arts, and education reporters, editors, and bloggers; peer agencies; and other influencers.
- Proactively update, enhance, and maintain a library of diverse content resources including written pieces, photos, video, and recorded interviews that can be drawn upon as needed; ensure that all permissions, rights, and licensing requirements are identified and secured in advance as needed.
- Manage IMLS social media platforms and presences, including Facebook, Twitter, Medium, Instagram, YouTube, LinkedIn, and Google. Ensure that messaging and branding on IMLS social media platforms are consistent with IMLS platforms, collateral, and presentations.
- Using research and industry best practices, design and implement social media strategies and campaigns to inform and educate key museum and library stakeholders, the public, and other influencers.
- Plan social media campaigns using communications best practices, including stated objectives, goals, and metrics to evaluate success; host Twitter chats or Facebook Live sessions as needed.
- Recommend and implement approaches and deploy and evaluate social media tactics to deepen the impact and reach of IMLS events, webinars, and meetings. Provide staff and grantee consultation as needed.
- Research and monitor current trends in library and museum fields on social and other media.
- Monitor social media, and recommend and employ methods of social media measurement to determine meaningful and actionable communications outcomes, and identify opportunities for improvement.
- Remain current with social media trends and tools-including attending networking and educational events, reading blogs and news, etc., in order to serve as an agency resource.
- Manage official IMLS emails through Constant Contact, including a monthly newsletter, announcements, blog updates, and other content releases.
- Analyze, segment, and maintain email lists to reach key IMLS stakeholders. Develop a tracking system to regularly report on successes and opportunities for improvement.
- Develop talking points and internal messaging to support IMLS departments.
- Maintain an image database for web, blog, and social media content. Ensure that all permissions, rights, and licensing requirements are identified and secured in advance as needed.
- Use project plans, storyboards, and other tools to convey target audiences and message evolution, working across the agency as needed.
- Other duties as assigned.

QUALIFICATIONS REQUIRED:

All qualification requirements must be met by the closing date of this announcement. Qualifying experience may be obtained in the private or public sectors. Qualifying education must have been obtained from an accredited college or university recognized by the Department of Education. Additional information on the qualification requirements is outlined in the OPM Qualifications Standards Handbook of General Schedule Positions. It is available for your review in our office, in other Federal agency personnel offices, and on OPM's web site at <https://www.opm.gov/policy-data-oversight/classification-qualifications/>

QUALIFICATIONS: To be qualified for this position, you must be able to state and verify that you have experience that demonstrates your ability to perform the work at the GS-12 level or equivalent pay band in the Federal service. One must demonstrate at least one (1) year of specialized experience to at least the GS-11 level or equivalent that involves principles and practices of writing, editing, e-news, and storytelling skills; social media management and content resources.

Important Notes:

1. Application procedures are specific to this vacancy announcement. Please read all the instructions carefully. Failure to follow the instructions may result in your not being considered for this position.
2. To be eligible for Federal employment, male applicants born after December 31, 1959 must certify at the time of appointment that they have registered with the Selective Service System, or are exempt from having to do so under Selective Service law.
3. The individual selected may be subject to a security investigation. Favorable results on a background investigation may be a condition for employment or selection to another position. If you do not provide all the information requested, you may lose consideration for this position.
4. Moving expenses are not authorized.
5. All Federal employees are required to have Federal salary payments made by direct deposit to a financial institution of their choosing.

HOW YOU WILL BE EVALUATED:

BASIS OF RATING: Once the announcement closes, your application will be automatically evaluated and rated by the Office of Human Resources. To determine if you are qualified for this job, a review of your application and supporting documentation will be made and compared against qualification requirements for the position. Please follow all instructions carefully. Errors or omissions may affect your rating.

BENEFITS:

This link provides an overview of the benefits currently offered to Federal employees. <http://www.usajobs.opm.gov/ei61.asp>

The below links provide quick access to some of the many benefits currently offered to Federal employees:

Flexible Spending Accounts - The Federal Flexible Spending Accounts Program (FSAFeds) allows you to pay for certain health and dependent care expenses with pre-tax dollars. For additional information visit: <https://www.fsafeds.com/fsafeds/index.asp>

Health Insurance - The Federal Employees Health Benefits Program offers over 100 optional plans. For additional information visit: <http://www.opm.gov/insure/health/index.asp>

Leave - Most Federal employees earn both annual and sick leave. For additional information visit: <http://www.opm.gov/oca/leave/index.asp>

Life Insurance - The Federal Employees' Group Life Insurance Program (FEGLI) offers: Basic Life Insurance plus three types of optional insurance, for additional information visit: <http://www.opm.gov/insure/life/index.asp>

Long Term Care Insurance - The Federal Long Term Care Insurance Program (FLTCIP) provides long term care insurance for Federal employees and their parents, parents-in-law, stepparents, spouses, and adult children. For additional information visit: <http://www.ltcfeds.com/>

Retirement Program - Almost all new employees are automatically covered by the Federal Employees Retirement System (FERS). FERS is a three-tiered retirement plan. The three tiers are: Social Security Benefits, Basic Benefit Plan, and Thrift Savings Plan. For additional information visit: <http://www.opm.gov/retire/index.asp>

OTHER INFORMATION:

The IMLS provides reasonable accommodations to applicants with disabilities

TTY/ASCII users should use the toll free Federal Relay Service number: 1-800-877-8339 and provide the IMLS number of the office or individual you are calling. For more information about using the Federal Relay Service see: <http://fts.gsa.gov/frs/tollfree.htm>.

HOW TO APPLY:

1. Résumé
2. Writing Sample(s)

-For Veterans: DD-214-For Disabled Veterans: DD-214, SF-15 and VA letter dated 1991 or later

AGENCY CONTACT INFO:

Elizabeth Lyons
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Resources
202-653-4676-voice
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elyons@imls.gov-email

Agency Information:
Office of Human Resources
955 L'Enfant Plaza, North SW
Washington, DC 20024

WHAT TO EXPECT NEXT: After a review of your résumé and required documents is complete, you will be notified of your referral to the hiring official. If further evaluation or interviews are required you will be contacted.