



General Position Information

Job Title: 17044 - Content Strategist - GS-14

Salary Range: \$102,663 to \$157,709

Vacancy Open Period: 09/16/2020 - 10/14/2020

Position Type: Cadre, Detailee

Who May Apply: Internal / External and Detailee Candidates

Division: DNI/SC

Duty Location: McLean, VA

Security Clearance: TS/SCI with CI Polygraph

Travel Required: 0-25% Travel

Relocation Expenses: For new ODNI employees, reimbursement for relocation is discretionary based on availability of funds.

Job Interview Travel: Candidates from outside the Washington, D.C., area may be selected for a telephone, teleconference, or in-person interview. If selected for an in-person interview, any travel or lodging will be at the applicant's personal expense.

Position Information

This is an opportunity for:

- Internal candidates to fill a GS-14 position.
- External candidates to fill a GS-14 cadre position.
- A Federal Government employee to serve on a two-year reimbursable detail assignment in the ODNI. The detail assignment may be extended an additional year if all parties agree.

Who May Apply

- Current GS employees at the same grade as the advertised or one grade below may apply.
- Former members of the Peace Corps may be considered for ODNI employment only if five full years have elapsed since separation from the Peace Corps.
- **For a cadre assignment:**
 - Current ODNI permanent cadre.



- Current ODNI Staff Reserve Employees. (A staff reserve employee who currently occupies this position may not apply.)
- External candidates.
- Current ODNI Staff Reserve Employees. (A staff reserve employee who currently occupies this position may not apply.)
- **For a detailee assignment:**
 - Current Federal Government employees. (Current GS employees at the same grade or one grade lower than the advertised grade may apply.)
 - Candidates outside the Federal Government.

Salary Determination

- The ODNI uses a rank-in-person system in which rank is attached to the individual.
- A selected ODNI candidate or other Federal Government candidate will be assigned to the position at the employee's current GS grade and salary.
- For a selected non-Federal Government candidate, salary will be established within the salary range listed above based on education and experience.

Component Mission:

The Office of Strategic Communications is the trusted voice of the ODNI. We are transforming the way the ODNI engages with the public, the media, and the workforce while investing in every one of our employees. We tell today's intelligence stories to support tomorrow's mission. The Office of Strategic Communications is charged with positioning the IC for the future through consistent and focused messaging and engagement that clearly communicates the vision, mission and direction of the IC over the next 5-10 years.

The IC's mission is the subject of Hollywood movies, drama series, and front-page news. This position gives you the chance to do what all of those producers, writers, and journalists wish they could – tell the IC story from the inside. We are seeking creative, dynamic and forward thinking communications officers to develop and deliver communications to a wide range of internal and external stakeholders.

Major Duties and Responsibilities (MDRs)

As a Content Strategist you will create, curate, and organize information to achieve communication objectives for the ODNI. The ideal candidate has a background in developing content solutions that deliver the right content to the right people in the right place at the right time. You are an excellent communicator, capable of crafting powerful narratives across a variety of. You are constantly learning, partnering with experts, editors, and designers to develop the best story. You are also a strategic thinker, exploring new ways to both tell and present information for the maximum impact. Finally, you thrive under deadlines, delivering succinct and effective products quickly.

- Develop, execute, and coordinate integrated internal and external content strategy for the ODNI.



- Manage editorial calendar.
- Write and create powerful content in brand-journalism style for multiple publication mediums, including websites, blogs, social media, leadership messages and more.
- Plan, develop, and produce informational materials concerning ODNI mission, programs, and activities for dissemination to stakeholders.
- Leverage analytics and metrics to better understand audiences, inform future storytelling initiatives, and develop more effective content.
- Serve as communications consultant to senior leadership at the Office of the Director National Intelligence and provides leaders and components with substantive advice and counsel on the development of communications.
- Lead, direct, and continually refine end-to-end communications procedures, business practices, and processes for best effect and maximum efficiency.

Mandatory and Educational Requirements

- Demonstrated knowledge and experience in communications strategy development and brand journalism approach to content creation.
- Demonstrated ability to design and implement innovative communication strategies for initiatives and programs.
- Outstanding interpersonal and customer service skills, including the ability to work effectively, independently, and in a team or collaborative environment.
- Excellent oral and written communication skills and demonstrated ability to produce concise products that clearly and logically convey complex information and ideas.
- Expert analytical and critical thinking skills, including the ability to think strategically, to identify needs and requirements, and to develop recommendations and solutions.
- Proven ability to work with senior officials, to build and sustain professional networks in a diverse, fast-paced, multi-task environment, and to manage competing priorities.

Desired:

- Knowledge of the ODNI & Intelligence Community's missions, disciplines, and functions
- Direct experience writing and editing using the Associated Press Style Guide.

Key Requirements and How to Apply

Internal ODNI Cadre Candidates:

A complete application package must include:

- RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.



b. PERFORMANCE EVALUATIONS: Applicants are required to provide their two most recent performance evaluations. A justification is required in the cover letter if the applicant is unable to provide the two most recent evaluations.

c. COVER LETTER: Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.

WHERE TO SUBMIT: Internal ODNI Cadre Candidates must submit an application through the classified JobsDNI **website**.

For current employees who do not currently have access to internal systems, applications should be sent to either DNI_COO_HRM_HR_OPS_TEAM_A_WMA@cia.ic.gov (classified email system) or Recruitment_TeamA@dni.gov (unclassified email system).

Applicants experiencing technical issues may submit their application via email to either email system.

Applicants submitting via JWICS are requested to submit their materials to both portifa@dni.ic.gov (Faith P.) and MCCREAZ@dni.ic.gov (Zina M.) in lieu of the group address above.

All attachments should be in Microsoft Word or Adobe PDF format. Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level.

CURRENT FEDERAL EMPLOYEES APPLYING FOR A DETAIL ASSIGNMENT:

Applicants from federal agencies within the Intelligence Community (IC) may be considered for this position as a reimbursable detailee, if endorsed by the employing agency. Applicants must have current TS/SCI clearances with polygraph or have the ability to obtain one. The ODNI does not conduct polygraphs or provide security clearances for detailees. ***Applicants from within the IC must submit an application through the classified IC Joint Duty Program website.***

Applicants from federal agencies outside the IC must provide:

- a. **WRITTEN ENDORSEMENT** from the employing agency concurring with the detail.
- b. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- c. **PERFORMANCE EVALUATIONS:** Applicants are required to provide their two most recent performance evaluations. A justification is required in the cover letter if the applicant is unable to provide the two most recent evaluations.
- d. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- e. **CURRENT SF-50:** Federal Government employees must provide an SF-50, "Notification of Personnel Action," to verify current federal status, position, title, grade, and organization of record. Please disregard if you are not a Federal Government employee.



- f. **COVER LETTER:** Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.

WHERE TO SUBMIT: Applicants from federal agencies outside the IC should be sent to either DNI_COO_HRM_HR_OPS_TEAM_A_WMA@cia.ic.gov (classified email system) or Recruitment_TeamA@dni.gov (unclassified email system). Applicants submitting via JWICS are requested to submit their materials to both portifa@dni.ic.gov (Faith P.) and MCCREAZ@dni.ic.gov (Zina M.) in lieu of the group address above.

External Candidates:

Key Requirements:

- U.S. Citizenship.
- Successful completion of CI polygraph and background investigation.
- Successful completion of an ODNI medical screening.
- A two-year trial period is required for all new permanent appointments to the ODNI.

A complete application must include:

- a. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- b. **PERFORMANCE EVALUATIONS:** Applicants are required to provide their two most recent performance evaluations. A justification is required in the cover letter if the applicant is unable to provide the two most recent evaluations.
- c. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- d. **COVER LETTER:** Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.
- e. **SF-50:** Current or former Federal Government employees must provide an SF-50, "Notification of Personnel Action," to verify current federal status, position, title, grade, and organization of record.

WHERE TO SUBMIT: External Candidates must submit an application through www.intelligencecareers.gov. All attachments should be in Microsoft Word or Adobe PDF format.

All Applicants:

APPLICATION PACKAGES MUST CONTAIN ALL ITEMS LISTED ABOVE. AN INCOMPLETE APPLICATION PACKAGE WILL BE INELIGIBLE FOR CONSIDERATION.

- Your application MUST be received by midnight on the closing date of this announcement.
- Applications received after the closing date will NOT be eligible for consideration.
- To verify receipt of your application package ONLY, you may call 703-275-3799.



What to Expect Next

The most highly qualified candidates will be referred to the hiring manager for further consideration and possible interview. We expect to make a selection within 30 days of the closing date of this announcement. Due to the large number of applications received, applicants will be contacted ONLY if they have been selected for an interview.

Agency Contact Information

ODNI Recruitment; Phone: 703-275-3799; Email: Recruitment_TeamA@dni.gov

Other Information

The ODNI offers a broad array of benefits programs and family friendly flexibilities for ODNI cadre.

- Federal Employees Health Benefits Program: <http://www.opm.gov/insure/health/index.asp>
- Life Insurance: <http://www.opm.gov/insure/life/index.asp>
- Long-Term Care Insurance: <http://www.ltcfeds.com>
- Federal Employees Retirement SYSTEM {FERS} {new employees automatically covered}:
<http://www.opm.gov/retire/index.asp> If you are transferring from another agency and covered by the Civil Service Retirement System (CSRS), you may continue in that system.
- Annual and Sick Leave: <http://www.opm.gov/oca/leave/index.asp>
- Flexible Spending Accounts for Health Care and Dependent Care: <http://www.fsafeds.com/fsafeds/index.asp>
- Paid Federal Holidays
- Alternative Work Schedules

The ODNI is an equal opportunity employer and abides by applicable employment laws and regulations.

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES: The ODNI provides reasonable accommodations to otherwise qualified applicants with disabilities. IF YOU NEED A REASONABLE ACCOMMODATION for any part of the application and hiring process, please notify the Intelligence Community Equal Employment Opportunity and Diversity Office Representative by classified email at DNI_Reasonable_Accommodation_WMA@cia.ic.gov and DNI_Diversity_WMA@cia.ic.gov, by unclassified email at DNI_DRA@dni.gov, by telephone at 703-275-3799 or by FAX at 703-275-1217. Your request for reasonable accommodation will be addressed on a case-by-case basis. **PLEASE DO NOT SUBMIT YOUR APPLICATION TO THE EEOC EMAIL ADDRESS. THIS EMAIL IS FOR REASONABLE ACCOMMODATION REQUESTS ONLY. PLEASE SUBMIT YOUR APPLICATION VIA THE EMAIL ADDRESS PROVIDED IN THE 'HOW TO APPLY' SECTION ABOVE.**