



Program Manager (Communications and Marketing Manager)

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Job ID

10239

Location

1100 4th Street, SW

Full/Part Time

Full-Time

Regular/Temporary

Regular

Date Opened

03/10/2020

Area of Consideration

Open to Public

Grade

14

Type of Appointment MSS

- Reg Appt

Minimum Rate \$107,843.00

Target Openings

1

Date Closed

03/20/2020

Agency

CR

Consumer & Regulatory Affairs

Department

CR11621400

Enforcement Division

Bargaining Unit

CH11

Maximum Rate

\$150,979.00

Available Openings

1

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General Job Information

Job Summary

This position is located in the Department of Consumer and Regulatory Affairs (DCRA), Office of the Director, reporting to the Chief of External Affairs. DCRA is seeking a creative individual who is grounded in traditional communications and marketing principles, proficient in digital media (social media, e-mail, website, etc.), experienced with promoting programs and events, has management experience, and has a proven track record of engaging a diverse array of stakeholder audiences.

Duties and Responsibilities

Primary responsibilities include but are not limited to: creating and executing comprehensive communications and marketing plans, and developing engaging content for the agency's website, social media platforms, newsletters (internal and external, digital and print), e-marketing campaigns, presentations, and reports. Monitors the work of and coaches subordinates to improve performance; evaluates and advises on organization, methods, and procedures. Directs the allocation of resources to achieve timely outcomes and measurable goals within budget; adjusts plans and programs to meet emerging or new programs, while continuing to address major program priorities. Develops plans and strategies to monitor and evaluate program efficiency and effectiveness based on established goals, outcomes and benchmarks. Sets performance measures for program area.

Qualifications and Education

Individuals must possess one (1) year of specialized experience equivalent to at least the next lower grade level in the normal line of progression. Specialized experience is experience which is directly related to the position which has equipped the individual with the knowledge, skills and abilities to successfully perform the duties of the position.

Licenses and Certifications

None

Working Conditions/Environment

Work is usually in a controlled environment and involves some exposure to moderate risk of accidents and requires following basic safety precautions.

Other Significant Facts

Tour of Duty: Monday-Friday 8:15AM- 4:45PM

Pay Plan, Series and Grade: MS-0340-14

Duration of Appointment: Management Supervisory Service (MSS): At-will employment applies to the MSS. All positions and appointments in the MSS serve at the pleasure of the appointing authority and may be terminated at any time with or without cause.

Promotion Potential: None

Collective Bargaining Unit: This position is not covered under a collective bargaining unit.

Position Designation: This position is designated as Security Sensitive. The incumbents of this position will be subject to enhanced suitability screening pursuant to Chapter 4 of DC personnel regulations, Suitability.

Residency Requirement: If the position you are applying for is in the Career, Management Supervisory, or Educational Service at an annual salary of one hundred fifty thousand dollars (\$150,000) or more, you must establish residency in the District of Columbia within one hundred eighty (180) days of the effective date of the appointment and continue to maintain residency within the District of Columbia throughout the duration of the appointment.

EEO Statement: The District of Columbia Government is an Equal Opportunity Employer. All qualified candidates will receive consideration without regard to race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, physical handicap, or political affiliation.