Job Title: Communications & Community Outreach Manager

Grade: MS-15	Salary Range: $122,100-$170,938

Job Summary:

This position is located in the Office of the Director within the Department of Human Services (DHS) and reports to the Chief of Staff. This position is responsible for providing strategic communications leadership in supporting the Department of Human Services in advancing the mission of the agency and the District of Columbia.

This position is responsible for planning, designing and executing comprehensive, citywide campaigns to convey information concerning Department of Human Services programs and services to relevant consumers, advocates, stakeholders and the community at large. In addition, the incumbent is responsible for managing and directing the efforts of the Communications staff and Community Outreach, Response and Engagement (CORE) Team.

Incumbent works under the administrative supervision of the Chief of Staff, who provides administrative direction for assignments in terms of broadly defined objectives, missions and functions of the agency. The supervisor relies on the incumbent's expertise for independent performance and judgment of the work to be accomplished. The incumbent discusses matters of policy nature with the supervisor and the Director, and recommends major changes in agency/program operation. Performance is evaluated in terms of soundness of judgment, effectiveness of planning and implementing activities; recommendations and technical advice provided; and the extent to which the incumbent promotes and influences productivity.

Duties and Responsibilities:

Plans and administers multi-faceted, comprehensive, internal and external communications programs. Serves as the primary communications person for the Department of Human Services.

Evaluates problems encountered in communicating the organization's programs. Advises on and recommends specific strategies designed to communicate these programs. Analyzes information regarding public needs and provides strategic communications advice to program staff.

Develops a long-range strategic communications plan to improve and sustain agency goals. Develops and executes short and long-term marketing, communications, and public relations strategies on behalf of DHS.

Works with the Chief of Staff, Director and other agency stakeholders to strategically position and advance issues of importance to the Human Services Cluster and provide advice on policy issues.

Assists the Director and other key DHS staff in the development and delivery of agency messages on all areas of communications including writing, presentations, and marketing.

Develops and maintains consistent DHS brand identity and presentation of all print and electronic materials. Develops market plans in support of achieving strategic objectives and targeted outcomes.

Qualifications and Education

Extensive knowledge of the mission, objectives, strategies and program goals of the DHS and the agencies it services in order to effectively and efficiently integrates support services with the broader objectives of the organization.

Mastery knowledge and skill in developing written materials, application of analytical and evaluative theories, concepts, procedures, methods, standards, and practices in marketing, public relations and communication.

Mastery of and skill in problem solving, negotiation strategies. Demonstrated ability to guide and provide counsel to complex problem solving efforts for a multi-functional organization; and demonstrated ability to plan and coordinate simultaneously.