



**DISTRICT OF COLUMBIA RETIREMENT BOARD
Position Vacancy Announcement**

ANNOUNCEMENT NO: 20160609	POSITION: Communication Specialist
OPENING DATE: June 9, 2016	CLOSING DATE: Monday, June 13, 2016
TOUR OF DUTY: 8:30 a.m. – 5:00 p.m., Monday – Friday	STARTING RANGE: \$71,632 -- \$89,540 DOQ (Grade 8) (Career Service) Entire Range: \$71,632 -- \$110,671
LOCATION: 900 7 th Street, NW, 2 nd Floor Washington, DC 20001	AREA OF CONSIDERATION: Open to all applicants
NUMBER OF VACANCIES: One (1)	TYPE OF APPOINTMENT: Probationary to Regular
This position is NOT in a collective bargaining unit.	

***** Successful pre-employment criminal, financial, educational and certification background check required *****

ABOUT THE D.C. RETIREMENT BOARD: The District of Columbia Retirement Board is an independent agency of the District of Columbia Government. Our mission is to manage and control the assets of the D.C. Police Officers' and Firefighters' Retirement Plan and the D.C. Teachers' Retirement Plans as well as to administer benefits for the members of the plans.

POSITION SUMMARY

The **Communication Specialist** position assists the Director, Stakeholder Communication and Outreach with agency-wide communication, outreach, policy, research, and media projects. Responsibilities include developing member and internal newsletters, annual publications, external communications, website content (including internet and intranet), form creation, and other publications materials. Under the direction of the Director, the Communications Specialist:

PRIMARY RESPONSIBILITIES

1. Drafts initial content for letters, press releases and articles for DCRB's newsletters and website.
2. Implements and measures agency communication and public relations programs to enhance their effectiveness and impact.
3. Manages the production and printing of publications. This includes coordinating the following with vendors and agency staff: blue lining/proofing; selecting printing materials, color schemes, postage allocation; and distributing/mailing the documents. Spearheads brainstorming sessions to collaboratively plan structure and content of publications, brochures, handbooks, Summary Plan Descriptions, publications, newsletters and other publications. Prepares, reviews, edits and rewrites documents.
4. Plays a key design and editorial role while serving as Website Agency Point of Contact to the Office of the Chief Technology Controller and Content Editor of DCRB's website. Continues the ongoing maintenance of the website while developing strategies for new content. Manages approval and publication workflow for web content. Conducts regular full evaluations of website functions and content to ensure accurate communication of agency mission, news, and publications.
5. Compiles and maintains an email database. Prepares regular and ad hoc HTML emails for internal and external communication.

6. Makes recommendations regarding online and social media platforms appropriate for DCRB. Organizes, monitors and maintains DCRB's social media presence. Recommends new social media initiatives and policies, as necessary.
7. Updates and reviews communication materials and compliance documents related to the Police Officers/Firefighters' and Teachers' Retirement Plans.
8. Recommends content for agency style guides and branding initiatives. Trains agency employees on template usage and agency communication standards. Assists in application of style guide and agency branding standards.
9. Works with agency staff in designing booklets, reports and other publications, including gathering narrative and statistical information relevant to the specific department.
10. Attends Board and Committee meetings and assists in the documentation of proceedings by taking minutes, recording motions and votes, and performing research into past meeting records. Assists the agency with the preparation of the City Council testimony, member surveys, and other correspondence with the Board, City Council, or the public.
11. Takes photographs on behalf of the agency and handles the photo-editing for placement in published communications. Licenses stock and historical images to create and maintain an approved image library for agency-wide use.
12. Compiles and measures agency communication analytics and statistics, including Google Analytics for the website and online benefits calculator. Develops metric dashboards for both internal management and use in agency publications.
13. Works with DCRB's IT Department in developing new strategies for usage, expansion and maintenance of the agency intranet and related content. Works with multiple departments and technology consultants to resolve issues and improve communication with staff.
14. Maintains agency-level documentation of projects and content libraries related to duties performed.
15. May assist with creation of new or updates to agency-wide policies relevant to department activities.
16. Assists with the design and execution of web-based surveys and questionnaires. Analyzes and interprets survey data.
17. May assist the Executive Assistant/Office Manager and Legal Counsel with media inquiries.
18. Other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent verbal and written communication skills required.
- Knowledgeable of methods, techniques and styles of business and web-oriented writing.
- Proven abilities in formatting, design and layout for print and electronic text and graphic design.
- Proven abilities in website content creation workflows and content management.
- Knowledge of public-sector operations and communication standards.
- Knowledge of photography and photo editing.
- Knowledge of SharePoint 2013 and best practices.
- Ability to manage multiple projects simultaneously with a strong results/goal orientation.
- Advanced proficiency in computer applications (Microsoft Office Suite, internet navigation, email).
- Proficiency in the Adobe Creative Suite software package (Illustrator, InDesign, Photoshop).
- Proficiency in online communications tools, including SurveyMonkey and iContact. Knowledge of HTML preferred.

- Proficiency in web analytics, including Google Analytics.
- Experience using online website content management systems. Drupal experience preferred.
- Knowledgeable of social media applications and related industry best practices.
- Knowledge of Federal Plain Language Standards and Section 508 Compliance standards.

BEHAVIORAL COMPETENCIES

- Works with a variety of people within a multicultural environment.
- Ability to work independently and in a team environment.
- Ability to thrive in a changing environment and deal positively with ambiguity.
- Ability to work under pressure and multi-task in a deadline-driven environment.
- Strong work ethic and commitment.
- High level of creativity and imaginative thinking.
- Organized, resourceful, and team focused.
- Takes initiative to maintain current knowledge and understanding of the retirement Plans' statutory provisions, policies, practices and procedures.
- Takes initiative to keep abreast of changes in industry standards and best practices for web and print design, social media, public relations, intranet/internal communication tools, and other related government initiatives.

QUALIFICATIONS

- Bachelor's degree in journalism, English, public policy, public relations, marketing, communications, or a related field.
- Five years of full-time experience designing and authoring business communication plans and outreach/public information projects including newsletters, booklets, guides, websites, desktop publishing, training/education seminars, symposiums, mass mailings and videos.
- Work experience with the public sector, and exposure to the Federal and local level governance process desirable.
- Previous experience creating strategic objectives for web-based and social media presence desired.

WORKING CONDITIONS

Normal office environment

COMPENSATION LEVEL: DCRB Grade: 8

This job description indicates the general nature and level of work being performed by employees in this job. It is not intended to be an exhaustive list of all tasks, duties, and qualifications of employees assigned to this job. Incumbents may be asked to perform other duties as required.

RANKING FACTORS: NONE

HOW TO APPLY: Applicants must submit a completed DC2000 Employment Application form, letter of interest discussing eligibility and qualifications, and resume. The DC2000 Employment Application is available as a fillable file document on the "Working at DCRB" page on DCRB's website. You may view the page here: <http://dcrb.dc.gov/service/working-dcrb>

Applicants claiming Veterans Preference must submit official proof with application.

All educational and experience requirements used to determine eligibility for this position must be officially verified at the time of appointment. No offer of employment will be deemed fulfilled without such verification(s).

WHERE TO APPLY:

Via U.S. Mail to: HR Director
DC Retirement Board
900 7th Street NW, 2nd floor
Washington, DC 20001

Via Fax to: (202) 343-3302
Attention: HR Director

Via Email to: dcrb.vacancies@dc.gov

NOTE: It is imperative that all information on the DC2000, resume and supporting documents be both accurate and truthful and is subject to verification. Misrepresentations of any kind may be grounds for disqualification for this position or termination.

NOTICE OF NON-DISCRIMINATION: In accordance with the DC Human Rights Act of 1977, as amended, DC Official Code, §2-1401.01, et seq. (Act), the District of Columbia Public Schools does not discriminate in its programs and activities on the basis of actual or perceived race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family status, family responsibilities, matriculation, political affiliation, disability, source of income or place of residence or business. Sexual harassment is a form of sex discrimination, which is prohibited by the Act. In addition, harassment based on any of the above protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

NOTICE OF BACKGROUND INVESTIGATION AND PENALTIES FOR FALSE STATEMENTS: An offer of employment with the DCRB is contingent upon the completion and satisfactory result of a criminal, education and financial background investigation conducted by the DCRB or authorized agent prior to commencement of duty. In addition, an offer of employment for a position with specified education and certification qualification requirement(s) is contingent upon the completion and satisfactory result of an educational and/or certification background investigation conducted by the DCRB or authorized agent prior to commencement of duty (Pursuant to DCRB Policy No. DCRB-09-1-01).

Applicant understands that a false statement on any part of your application, including materials submitted with the application, may be grounds for not hiring you, or for firing you after you begin work (D.C. Official Code, section 1-616.51 et seq.) (2001). Applicant understands that the making of a false statement on the application or on materials submitted with the application is punishable by criminal penalties pursuant to D.C. Official Code, section 22-2405 et seq. (2001).

DRUG-FREE WORK PLACE ACT OF 1988: "PURSUANT TO THE REQUIREMENTS OF THE DRUG-FREE WORKPLACE ACT OF 1988, THE INDIVIDUAL SELECTED TO FILL THIS POSITION WILL, AS A CONDITION OF EMPLOYMENT, BE REQUIRED TO NOTIFY HIS OR HER IMMEDIATE SUPERVISOR, IN WRITING, NO LATER THAN FIVE (5) DAYS AFTER CONVICTION OF OR A PLEA OF GUILTY TO A VIOLATION OF ANY CRIMINAL DRUG STATUTE OCCURRING IN THE WORKPLACE."



OFFICIAL JOB OFFERS ARE MADE ONLY BY THE DCRB HUMAN RESOURCES

