



OFFICE OF THE CHIEF FINANCIAL OFFICER (OCFO)
Position Vacancy Announcement

SERVICING PERSONNEL OFFICE/UNIT: **Office of Management and Administration (OMA), Human Resources Division**

ANNOUNCEMENT NO: 13-AD-DCLB-0006	POSITION: Chief of Communications
POSITION SERIES: DS-1035	POSITION GRADE: DS-14
OPENING DATE: April 1, 2013	CLOSING DATE: Open Until Filled
IF "OPEN UNTIL FILLED," FIRST SCREENING DATE: April 16, 2013	SALARY RANGE: \$88,510 - \$114,033
WORKSITE LOCATION: 2101 Martin Luther King Ave. SE, Washington, DC	AREA OF CONSIDERATION: Unlimited
PROMOTION POTENTIAL: None	NO. OF VACANCIES: One (1)
AGENCY: DC Lottery & Charitable Games Control Board (DCLB)	DURATION OF APPOINTMENT: Permanent

This position is **NOT** in a collective bargaining unit.

BRIEF DESCRIPTION OF DUTIES: This position is located in the Office of the Chief Financial Officer (OCFO), DC Lottery and Charitable Games Control Board (DCLB). The incumbent provides leadership to effectively communicate the goals and successes of the agency and increase public awareness of the agency, its products and services. Additionally the incumbent develops and maintains the annual strategic communication plan; oversees website and social media programs; establishes and develops effective relationships with media representatives and public affairs personnel to promote the Lottery's mission and objectives; plans, directs and executes communication programs to convey information concerning agency operations and activities; evaluates the impact and effectiveness of communication plans and determines efforts that should be discontinued, changed or expanded for building public understanding of the Lottery's mission; advises Lottery management officials on the formulation of Lottery policy to include designing, executing and evaluating programs that communicate policies, programs and actions to various pertinent publics; serves as media spokesperson and liaison particularly on highly sensitive issues with potential for major impact for the DC Lottery; manages responses to media inquiries and requests for information including oversight and preparation of briefing materials, press releases and other materials as needed; creates informational material designed to reach targeted audiences through the news media, electronic and print; provides Lottery-wide communication services, including campaigns and approves all general publications developed by other departments; directs special events, ceremonies, tours and other activities intended to develop interest in Lottery activities; oversees day-to-day management of lottery staff; provides leadership for internal and external projects; and prepares annual communications budget projections and regular budget reports. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS: One (1) year of specialized experience performing the related duties and responsibilities is required.

SPECIALIZED EXPERIENCE: Experience that provides the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position to be filled. To be creditable, specialized experience must have been equivalent to at least the next lower grade level in the normal line of progression for this position.

SUBMISSION OF RANKING FACTORS: The following ranking factors will be used in the evaluation process. All applicants **MUST** respond to the ranking factors **ON A SEPARATE SHEET OF PAPER. PLEASE SEND AS AN ATTACHMENT TO YOUR RESUME.** Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you meet the ranking factors that have been determined to be of importance for the position for which you are applying. You may refer to any experience, education, training, awards, outside activities, etc. that includes the degree to which you possess the job related knowledge, skills, and abilities

described in the ranking factors. The information given in response to the ranking factors should be complete and accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS WILL ELIMINATE YOU FROM CONSIDERATION.**

1. Describe your expertise in written and oral communication principles, concepts, and techniques for reporting and presentation purposes and skill in planning, writing, and editing press releases, corporate statements, news articles and feature stories.
2. Describe your ability to lead a team on special projects (Scope, Prioritize, Timetables, Deliverables, Execution and Evaluation) and effectively manage limited resources in the accomplishment of those tasks.
3. Proficiency in the development of annual communications plans and budgets.

SUBSTITUTION OF EDUCATION FOR EXPERIENCE WILL BE ALLOWED AS DEFINED BY OPM'S, QUALIFICATIONS STANDARDS. HOWEVER, IN ORDER TO RECEIVE CREDIT, YOU MUST SUBMIT OFFICIAL PROOF OF EDUCATIONAL ATTAINMENT WITH YOUR APPLICATION. TIME-IN-GRADE REQUIREMENTS ARE APPLICABLE. APPLICANTS CLAIMING VETERAN'S PREFERENCE MUST SUBMIT OFFICIAL PROOF WITH THE APPLICATION.

DRUG-FREE WORKPLACE 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, NOT 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."

APPLICATIONS SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO THE APPLICANT, EXCEPT THAT APPLICATIONS RECEIVED OUTSIDE THE AREA OF CONSIDERATION OR AFTER THE CLOSING DATE WILL BE RETURNED WITHOUT ACTION.

WORKING CONDITIONS: Office Environment

PHYSICAL EFFORT: Sedentary

ALL POSITIONS NOT IN THE COLLECTIVE BARGAINING UNIT SERVE AT THE PLEASURE OF THE CFO AND MAY BE TERMINATED AT WILL.

IMPORTANT NOTICE TO ALL APPLICANTS: Unless otherwise indicated, regular attendance is an essential job requirement of all positions in the OCFO. If you are scheduled for an interview and require any reasonable accommodation in our interview process, please inform the hiring representative who contact you to schedule your interview. Whenever possible, please give the hiring representative sufficient time to consider and respond to your request. **Thank you for considering employment at the OCFO!**

HOW TO APPLY: ALL APPLICANTS, INCLUDING DEPARTMENTAL EMPLOYEES AND OTHER DC GOVERNMENT EMPLOYEES, MUST SUBMIT THE DISTRICT OF COLUMBIA APPLICATION, [DC 2000](#). RESUME MAY BE ATTACHED.) EMPLOYEES AFFECTED BY RESTRUCTURING MUST SUBMIT THEIR APPLICATION WITH THE APPLICATION TRANSMITTAL FORM. **ALL APPLICATIONS, TRANSCRIPTS AND SUPPORTING DOCUMENTS (copy of College/University Transcripts, etc) MUST BE RECEIVED BY CLOSE OF BUSINESS (5:00 pm) ON THE CLOSING DATE OF THE ANNOUNCEMENT.**

WHERE TO APPLY:

Felicia Rothchild
OCFO – OMA – Human Resources
1101 4th Street, S.W., Suite W220
Washington, DC 20024
(202) 442-6523

RESIDENCY PREFERENCE AMENDMENT ACT OF 1998: An external applicant for a position in the OCFO who is a bona fide resident of the District of Columbia AT THE TIME OF APPLICATION, may claim a hiring preference over a non-resident applicant by completing the 'Residency Preference for Employment' form, [DC 2000RP](#), and submitting it with the employment application, [DC 2000](#). To be granted preference, an applicant must: (1) be qualified for the position; and (2) submit a claim form at the time of application. Except for employees entitled by law to preference, preference will not be granted unless the claim is made at the time of application. This preference is only granted upon initial appointment.

NOTICE OF NON-DISCRIMINATION: In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code section 2-1401.01 *et seq.*, (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial 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 also 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: Employment with the OCFO is subject to the completion and satisfactory result of a background investigation conducted by the OCFO. For most positions, the investigation is conducted after commencement of duty, at which time you will be provided background and release of information forms to complete. For more information, see the Employment Opportunities section at the OCFO website (www.cfo.dc.gov). Certain highly sensitive positions however warrant completion of the OCFO background investigation prior to commencement of duty. You will be informed if this is required.

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).

SALARY REDUCTION OF REEMPLOYED ANNUITANTS: An individual selected for employment in the District Government on or after January 1, 1980, who is receiving an annuity under any District government civilian retirement system, shall have his or her pay reduced by the amount of annuity allocable to the period of employment as a reemployed annuitant.

OFFICIAL JOB OFFERS ARE MADE ONLY BY THE OMA HUMAN RESOURCES

OFFICE OF THE CHIEF FINANCIAL OFFICER

AN EQUAL OPPORTUNITY EMPLOYER