



DEPUTY ASSISTANT ADMINISTRATOR, STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS (SCPA)

OCCUPATIONAL SERIES: 1035

FIELD/HQ: HQ

PAY BAND: TSES 02

PILLAR: CHIEF OF STAFF

JOB OVERVIEW

In concert with the Assistant Administrator (AA), provides leadership for Strategic Communications and Public Affairs functions by overseeing day-to-day operations and managing budgeting, staffing and administration requirements for the office; serving as the final approval point for many routine internal and external communications; while also monitoring TSA public affairs activities, formulating strategic direction and priorities, establishing, approving, and implementing communications and public information policies and procedures, and guiding media strategy.

JOB RESPONSIBILITIES

- Collaborates with the AA and TSA executives to develop and implement public information and public affairs policies and programs, and to develop, communicate, and maintain continuing awareness of strategic priorities and goals.
- Assists and advises the AA and TSA Senior Leadership in managing and directing the overall operations of the Office which includes analyzing, developing, strategizing, coordinating and monitoring all TSA public affairs issues, activities, and resource requirements.
- Guides the Media Operations division communication with the media, interagency counterparts, transportation industry counterparts, and the public.
- Prepares reports and assessments to brief the AA and TSA Senior Leadership on strategic communication priorities, key decision points, budgeting, staffing, administration, media rollouts, and marketing plans.
- Communicates effectively to the media, government and industry, and public interest groups on the agency's actions, initiatives, and position on various issues.
- Participates in committees, meetings, and conferences with the media, the public, and strategic leaders within and outside the Federal government.
- Serves as the most senior career official within SCPA and as Acting AA in the absence of the AA.

JOB SKILLS

- Oversees public communications operations, personnel, program evaluations and assessments, and internal tracking systems related to events, publication, and marketing.
- Promotes TSA's brand, initiatives, and priorities using multi-disciplinary resources such as public facing websites and social media platforms.
- Uses data analysis and forecasting to determine strategies and action plans that ensure communication programs meet TSA objectives.
- Assesses strategic public communications program goals and objectives, adjusting to ensure compliance with the rapidly changing agency mission.
- Develops and monitors systems to manage both operational and programmatic work that involves high levels of collaboration.
- Communicates complex issues to senior level officials (e.g., Cabinet and sub-Cabinet, Congresspersons and related committees).

PROFESSIONAL TECHNICAL QUALIFICATIONS (PTQ)

The application process used to recruit for the position is RESUME-BASED.
Each PTQ AND ECQ must be CLEARLY ADDRESSED in your resume.



- Demonstrated skill in communicating both orally and in writing, complex issues and information to senior-level officials (e.g., Cabinet and sub-Cabinet, Congresspersons and related Committees) and subordinates.
- Demonstrated experience developing and monitoring systems to manage both operational and programmatic work that involves high levels of collaboration.
- Experience in process/quality improvement techniques and strategic planning

EXECUTIVE CORE QUALIFICATIONS(ECQ)



- **ECQ 1: Leading Change.** This core qualification involves the ability to bring about strategic change, both within and outside the organization, to meet organizational goals. Inherent to this ECQ is the ability to establish an organizational vision and to implement it in a continuously changing environment.
- **ECQ 2: Leading People.** This core qualification involves the ability to lead people toward meeting the organization's vision, mission, and goals. Inherent to this ECQ is the ability to provide an inclusive workplace that fosters the development of others, facilitates cooperation and teamwork, and supports constructive resolution of conflicts.
- **ECQ 3: Results Driven.** This core qualification involves the ability to meet organizational goals and customer expectations. Inherent to this ECQ is the ability to make decisions that produce high-quality results by applying technical knowledge, analyzing problems, and calculating risks.
- **ECQ 4: Business Acumen.** This core qualification involves the ability to manage human, financial, and information resources strategically.
- **ECQ 5: Building Coalitions.** This core qualification involves the ability to build coalitions internally and with other Federal agencies, state and local governments, nonprofit and private sector organizations, foreign governments, or international organizations to achieve common goals.