

Performance Profile: 10x Content Strategist

Position summary

10x Content Strategist is responsible for planning, managing, executing, and delivering on major communications priorities approved by the 10x Director. This position is the primary ‘face’ of 10x to a variety of internal and external audiences, including but not limited to Federal agency leaders, Federal employees, and the media. This position requires knowledge of and experience with communicating with a diverse set of audiences through innovative ways including but not limited to media interviews, public speaking, email campaigns, webinars, and written content.

Check out [10x website](#), [process](#), and our [public project board](#) to see the types of projects we work on. If you are committed to improving government services for all who need them, and to helping the civil servants who deliver those services, this is the position for you.

Key objectives

Objective #1: Effectively manages program communication channels

- Preparing press releases, conducting media briefings, responding to requests for information relating to TTS programs and operations, and creating a variety of communications materials for internal and external audiences, including written, digital, and social media.
- Supporting various external and internal communication projects including content creation and editing, digital messaging, and talking points preparation.
- Aid in the oversight and content development of the annual 10x Impact Report, an annual report to communicate the value of the investments 10x made over the previous year, and to highlight some program enhancements implemented.
- Developing responses to anticipated questions from the press/media about programmatic operations.
- Ensuring compliance with information security, Privacy Act compliance, and accessibility for program websites.
- Communicating program successes and insights through narrative, online writing for a diverse audience.
- Create clear, accessible, and concise content in a collaborative and iterative environment. This could include landing pages, interface writing, navigation labels, notifications, research findings, or launch materials.
- Communicate idea selection criteria through a variety of channels, including digital workshops and webinars.

Objective #2: Develops strong relationships and partnerships with a variety of internal and external stakeholders

- Establish working relationships and partnerships with academic institutions and non-profit organizations.
- Give agency partners and peers advice they need to hear over what they want to hear, in a manner that respects their intelligence and experience.

- Experience developing and/or maintaining working/strategic relationships and operational partnerships with internal and external stakeholders at multiple organizational levels.

Objective #3: Identifies, plans and executes key communications and outreach strategic objectives

- Develop and execute an engagement plan, with cadence, activities, and timeline, that allows the 10x program to become more widely recognized across the federal community.
- Help establish and advise on the strategy for formulating the investment intake and idea selection process.
- Promote innovation across the government by making connections with and elevating innovation-focused offices and programs in other federal agencies.
- Public speaking in front of large, diverse audiences including high-level agency executives and political appointees.
- Strategize on all aspects of brand creation, including visual assets, such as logos and color palettes, and voice and tone of program communications
- Experience serving as an authoritative advisor on outreach, marketing, and communications efforts for an organization, program or product.
- Experience overseeing and executing marketing strategies, including planning, analyses, and evaluation of the effectiveness of marketing, communications, public relations, and outreach efforts designed to drive business goals.
- OR digital marketing (supporting and creating content for social media, site, and blog posts)
- OR internal organization-wide communications, including speech writing, change management, crisis communications, and executive communications.
- Experience and skill in translating complex subject matters or data to consumable and relevant stories or information.
- Promotes the work of 10x, maximizing awareness of 10x programs, people and services through the development of promotional campaigns.

Objective #4: Proactively supports 10x project teams with communications and outreach initiatives to help elevate the work of 10x investments

- Understands and appropriately applies procedures, requirements, regulations, and tools related to outreach and communications at GSA
- Skill in communicating highly complex ideas/projects in writing in order to formulate and present findings, briefings, project papers, status reports, and correspondence to foster understanding and acceptance of findings and recommendations.
- Coordinating with internal stakeholders for successful engagement and outreach efforts.
- Reach out to other offices within GSA shared service teams, including the Office of Strategic Communications, Office of General Council, Office of Congressional and Interagency Affairs, and others.
- Participate in a Variety of interagency and intergovernmental Projects, Teams, Meetings, & Conferences
- Develops short-term and long-term communication plans, campaigns, and solutions working with senior leaders and/or program teams to identify and implement a satisfactory resolution.
- Identifies key target audiences, researches and analyzes their attitudes and behaviors, and develops measurable communication activities, utilizing best practices to determine appropriate information products and communication channels.

- Supports integrated TTS-level outreach and marketing plans that are well-informed and based on business strategy, industry and government best practices.
- Contributes to highly complex assignments, which include marketing, storytelling, content development, planning and management of outreach activities.