

Performance Profile: Business Outreach Analyst

TTS is hiring for the role of a GS-13 outreach analyst for Digital.gov. This is an opportunity to make a difference in the lives of the public and federal web and digital practitioners. Keep reading for a high-level summary of the role we are trying to fill.

Opportunity overview

This opportunity is with the Digital.gov team, which is located in the General Services Administration (GSA), Federal Acquisition Service (FAS), Technology Transformation Services (TTS). TTS applies modern methodologies and technologies to improve the lives of the public and public servants. We empower digital professionals to use digital best practices to transform how the public interacts with the government online.

Since 2000, Digital.gov has been a trusted community partner. We provide resources and a collaborative space for members to learn how to create better government websites and digital services.. Digital.gov is more than a website. It is a far-reaching ecosystem of communities, content, and events, which allows us to share essential how-to guidance with tens of thousands of government employees and contractors.

The Digital.gov team currently manages seven communities of practice with nearly 12,000 members, hosts hundreds of events annually, and publishes new and updated content every day. Digital.gov also distributes information via multiple channels, including social media, mailing lists, newsletters, and customer support platforms. Also, as mandated by the Department of Homeland Security (DHS), Digital.gov delivers timely and urgent guidance for federal agencies during emergencies.

Position summary

As a business outreach analyst for Digital.gov, you'll go far beyond writing blog posts — you'll work on an interdisciplinary team of experts in community organization, content strategy, event management, software engineering, and product management. Besides creating and maintaining clear, accessible content, you'll also promote user-centered best practices to help Digital.gov community members improve (or develop) their own best practices.

That's why our business outreach analysts focus on learning from community members' expertise and reflecting that to their users in a clear, consistent way even more than they focus on trying to write beautifully. You'll work with our members, so they are in a better position to keep building on the work they came to Digital.gov for in the first place.

We're looking for candidates who have delivered content iteratively, who have wrestled with the challenges of producing and governing structured, user-centered content in large organizations that have

to balance competing interests, and who love to help others discover better ways of creating great content even more than they love writing it.

Key objectives

Key objective #1: You'll lead outreach projects from a community perspective.

- Organize governmentwide community members to establish a shared vision for a digital-first public experience.
- Collaborate and co-create with cross-functional teams that include customers and community members.
- Coach volunteer community leads and incorporate continuous feedback from users, peers, and stakeholders.
- Advise members on content management platforms and tools. Help customers navigate the intersection of technology, content and editorial needs, and technology decisions.
- Navigate complex organizational relationships to bring members together around common goals and priorities.
- Give agency customers and peers advice they need to hear over what they want to hear, in a manner that respects them.

Key objective #2: You'll deliver high-quality, member-centric content and events for communities.

- Create clear, accessible, and concise content and events in a collaborative and iterative environment. This could include landing pages, interface writing, content models, notifications, research findings, webinars, summits, or marketing and communications strategies.
- Identify user and organizational needs through formal interviews, informal conversations, contextual inquiry, workshops, and analytics research.
- Identify content and event opportunities and make recommendations based on exercises such as content audits, comparative analyses, gap analyses, or site mapping.
- Maintain consistency with our style and standards in the [Digital.gov Style Guide](#). Work with contributors to evolve their style where appropriate.
- Uphold our team values of being clear, concise, inclusive, curious, and honest — in both written and oral communications and daily collaboration.

Key objective #3: You'll contribute to the continued success of the Digital.gov team and shared resources.

- Continually promote TTS's ways of working by making a strong case for iterative, user-centered design on every project.
- Contribute to team-wide resources and training materials published on Digital.gov.
- Recognize when practices or processes are inconsistent or no longer serve the team, and recommend a way forward to improve effectiveness or efficiency.
- Share work in an unfinished state and give peer feedback in weekly critique sessions and drop-in labs.

- Promote the practice of content design in workshops, office hours, brown bags, and content-related events, and find ways to raise awareness of the content team's work among external audiences.