

TTS Outreach Content Strategist

The TTS Outreach team is hiring for the role of a (Term) GS-13 Content Strategist.

Opportunity overview

This opportunity is located in the General Services Administration (GSA), Federal Acquisition Service (FAS), Technology Transformation Services (TTS) Outreach Team. TTS applies modern methodologies and technologies to improve the lives of the public and public servants. We help agencies make their services more accessible, efficient, and effective with modern applications, platforms, processes, personnel, and software solutions. The TTS Outreach team unifies and delivers on the TTS vision and business strategy, promoting TTS, its programs and services; thus, building trust with the public.

Role summary

TTS Outreach is looking for a talented content strategist who will support the organization in delivering our business strategy through successful creation of clear, compelling, consistent, accurate, and accessible content and developing a content strategy to communicate the successes and lessons learned in TTS. We are looking for a person who has delivered content iteratively, who has wrestled with the challenges of producing compelling copy in large organizations that have to balance competing interests, who has created for various digital channels, who loves to help others discover better ways of creating great content even more than they love writing it.

In addition, the TTS Outreach team is a shared service providing support to the 24+ products and platforms in TTS, including 18F, Presidential Innovation Fellows, Login.gov, FedRAMP, and others. This shared service support includes outreach and communication elements, such as storytelling, press/media, social media, events, etc and also includes digital strategy and product management of many domains and subdomains in the TTS digital ecosystem. Through close

collaboration, this role will research, understand, execute and monitor the needs of content strategy elements across the organization.

TTS Outreach is looking for a content strategist/designer who will:

- Design and write content in plain language across multiple channels (including non-digital channels): websites, social media, blogs, email, etc
- Edit and review content for appropriate style and tone, accuracy, and to ensure it aligns with the audience it serves
- Conduct user research and evaluating quantitative and qualitative data to identify user intent and better understand and meet audience needs
- Identifying and implementing content improvements based on exercises such as content audits, comparative analyses, gap analyses, site mapping, etc
- Contribute to and refine content strategy and artifacts such as style guides and editorial calendars to ensure messaging is unified across all channels
- Work closely with key stakeholders in and outside of TTS, including product designers and developers, to provide a content perspective for design efforts, outreach, etc
- Ensure the content and supporting content strategy serves the needs of targeted audiences and is created for and with the user in mind.
- Engage with key stakeholders to ensure accuracy of information and strategizing around opportunities for collaboration
- Serve as an expert to internal stakeholders in content strategy, always looking to new innovative approaches to content design and delivery and finding solutions and making recommendations to solving complex issues

This role will be a great fit for you if you:

- Have a deep understanding of research methods and content design: can conduct research to gather insights about users and their needs, analyze quantitative and qualitative data to inform content strategy across multiple channels, and contribute to content governance frameworks
- Demonstrate thought leadership and contributing best practices in a variety of technologies and principles
- Have a deep understanding of IT product development, delivery, consulting and services

- Write, review, and edit content following plain language and accessibility best practices that is tailored to specific audiences
- Leverage a variety of analytics tools to develop user stories and user journeys and use their findings to make improvements to content
- Work collaboratively with people from many organizations and disciplines

An ideal candidate will be equally excited about sticky technical issues and intricate human ones. The strongest candidates will have a background working on cross-functional, multidisciplinary teams that deliver digital products and services in an incremental, user-focused environment.

If you are interested in this role, you should apply.

Key objectives

Objective #1: Lead projects from a content perspective.

- Coach key stakeholders through the design process and establish a shared vision for the user experience.
- Identify user and organizational needs through formal interviews, informal conversations, contextual inquiry, workshops, and analytics research.
- Identify content opportunities and make recommendations based on exercises such as content audits, comparative analyses, gap analyses, or site mapping.
- Navigate complex organizational relationships to bring stakeholders together around common editorial goals and priorities.
- Give key stakeholders and peers advice they need to hear over what they want to hear, in a manner that respects their intelligence and experience.
- Execute on content priorities based on the business strategy of TTS, its programs and platforms.

Objective #2: Deliver high-quality, user-centered content for agency partners.

- 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.

- Incorporate continuous feedback from users, peers, and stakeholders by leading content-focused usability and critique sessions.
- Maintain consistency with style and standards. Work with key stakeholders to evolve their style where appropriate.
- Uphold our team values of being clear, concise, inclusive, curious, and honest — in both writing and daily collaboration.

Objective #3: Contribute to the continued success of the content 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, including methods cards, tutorials, guides, presentations, and design toolkits.
- 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 coworking sessions.
- Promote the practice of content design in shared services delivery and content-related happenings, and find ways to raise awareness of the content team's work among various audiences.