

Performance Profile: Senior Content Strategist

About the TTS Public Benefits Studio

The TTS Public Benefits Studio is a cross-functional team of technologists with specialized experience working across public benefits programs like Medicaid, SNAP, and unemployment insurance. We collaborate with benefits programs to develop shared technology tools and spread best practices that reduce the burden of navigating government programs for low income individuals and families.

Role Summary

In addition to our focused work piloting Notify.gov and facilitating a community of practice around text notifications, the Benefits Studio believes we'll have a broader impact if we're also consistently sharing templates, guides, and other reusable resources with the broader benefits community. Specifically, the following two goals have emerged as near-term priorities for the next year:

- Identifying places where the support we're providing to Notify.gov pilot users could be turned into reusable onboarding & best practice guides
- Sharing templates, guides, and other reusable resources that naturally emerge from our work (e.g. from facilitating the texting working group, engaging at conferences, and talking with current & potential Notify.gov users)

While a number of members of our team can *contribute* towards these goals, **we're looking for a Senior Content Strategist to help define and steward the *vision, strategy, and operation processes*** that will be necessary to ensure we're focusing on the right work at the right time, and that this work all ladders up to a cohesive whole.

Key Objectives

Objective #1: Define and lead execution for the Studio's overall content strategy

- Proactively identify user and organizational needs and content opportunities through formal interviews, informal conversations, contextual inquiries, retrospectives and workshops, and analytical research.
- Develop the operational processes necessary to identify, capture, and prioritize content needs that emerge through our existing work.
- Synthesize and articulate the Studio's content strategy in a manner that facilitates a sense of commitment & shared ownership amongst the team, and buy-in from TTS leadership and other stakeholders.
- Navigate complex organizational relationships to bring stakeholders together around common editorial goals and priorities.

Objective #2: Establish and manage the Studio's operational standards and processes for content development and distribution

- Develop and manage the Studio's editorial calendar & publishing processes, pulling in other team members, contractors, and subject matter experts where needed.
- Work effectively within established TTS & GSA approval & publishing processes to achieve our content goals, managing key relationships with stakeholders from the TTS and GSA communications offices.
- Own the development, iteration, and implementation of the Studio's voice, style, and content standards and templates.
- Recognize when practices or processes are inconsistent or no longer serve the team, and recommend a way forward to improve effectiveness or efficiency.

Objective #3: Work effectively in the federal government

- Demonstrate willingness to develop and maintain knowledge of public benefits programs and navigating program administration across multiple levels of government.
- Skillfully navigate complex organizational relationships both within and outside of TTS.
- Cooperatively negotiate disagreements and mediate compromises.
- Incorporate diversity, equity, inclusion, and accessibility practices into project work.
- Demonstrate genuine interest in the day-to-day activities that keep our government running.
- Keep up-to-date on policies and trends that affect the organization and shape stakeholders' views.
- Serve as a liaison to high-ranking stakeholders within GSA and other agencies to convey information regarding IT program activities, policies and goals; to clarify procedures; and to interpret directives as needed.