

**Program Analyst  
(Bilingual Content)  
GS-343-13**

## **INTRODUCTION**

This position is located in the Federal Citizen Information Center, Office of Citizen Services and Communications (OCSC). OCSC promotes GSA and citizen services, and operates direct citizen services (web, phone, print, e-mail) through the Federal Citizen Information Center. The USA.gov website, the official web portal into the U.S. Government, is administered by the Federal Citizen Information Center (FCIC). USA.gov also maintains a Spanish-language Internet portal at GobiernoUSA.gov. GobiernoUSA.gov provides American citizens with user-friendly front door access in Spanish to U.S. Government website public information and services, and enables them to find government web pages and services in Spanish, 24 hours a day, 7 days a week.

To manage and maintain this Spanish-language web portal, this position requires an individual who is a native Spanish speaker, fully bilingual in Spanish and English, capable of accurately translating a variety of documents from English into Spanish and from Spanish into English, and who has experience with government websites.

## **MAJOR DUTIES**

**The incumbent acts as project manager in all aspects of managing the GobiernoUSA.gov website.**

Specific duties include, but are not limited to, the following:

### **Web Content Development and Management**

- Act as a guide and resource to other bilingual web content specialists on staff and in other organizations or agencies.
- Research Spanish-language content on U.S. Government websites. Review content for relevancy to Spanish-speaking residents in the United States as well as adherence to GobiernoUSA.gov linking policies.
- Develop, write, and edit content, as needed. Write Spanish and English link titles and, as necessary, narrative text for the GobiernoUSA.gov website. Ensure content is written in an appropriate style and tone for the audience it serves and its current and accurate. Coordinates content changes with all affected agencies as necessary.
- Create new web pages in Spanish and English. Organize the content of the web products to ensure it is audience-friendly and that the website is easy to use. Ensure that all relevant laws, regulations, and guidelines (e.g., style guide, linking policy, home page real estate policy, etc.) are incorporated into web content and design.
- Update the “News” section of the site by keeping informed of items of interest to the Latino/Hispanic community and by monitoring other government agency websites in Spanish.

- Fix broken links and conduct regular quality assurance of site content to ensure that content is current and accurate.
- Monitor internal and external data about Spanish-speakers' use of the Internet and their need for government information and services. This may include compiling industry research, demographic reports, press articles, benchmarking against other Spanish-language sites, etc.
- Analyze use of the website, research, and other public feedback; and use that analysis to improve the design/layout and content of GobiernoUSA.gov.
- Develop a style guide and other appropriate guidance for GobiernoUSA.gov based on market research and government and industry best practices in website design. This style guide should take into account cultural predispositions in the Hispanic/Latino Internet user community, patterns of use, and the like and should be broadly applicable for Spanish-language websites throughout the government.
- Work with web designers and others as appropriate to implement new designs for GobiernoUSA.gov based on user preferences, best practices in website design and government standards. These designs should address cultural preferences and serve to increase the user base of GobiernoUSA.gov.
- Establish, monitor, and analyze performance measures; and let managers know how the website is helping them provide quality citizen service and/or carry out the government's mission;
- Work with technology staff to address and resolve technical issues and discuss new directions and technology.

### **Interagency Consulting**

- Expand the network of Spanish-language content specialists at other agencies. Communicate on a regular basis with agency contacts to learn of new Spanish language content, solicit ideas for further improvement to GobiernoUSA.gov and provide advice on best practices. Network with web managers throughout the federal government, soliciting ideas for further improvement to GobiernoUSA.gov and providing advice on best practices. Act as lead in interagency web-related initiatives and policy-making groups such as the Multi-Lingual Webmasters Forum. Share best practices and other information about managing foreign language websites.
- Represent USA.gov and GobiernoUSA.gov at meetings of the Limited English Proficiency (LEP) work group and other interagency and external forums.
- Work with staff at the National Contact Center to provide assistance in reviewing responses to e-mails and phone inquiries in Spanish.
- Oversee the work of a translation contractor to ensure additional review of content and translation as needed.
- Take the lead in specific ad hoc projects and develop recommendations based on analytical, statistical and quantitative methodology. Project reviews may include web portal content management, electronic government issues; program effectiveness measures service performance improvements and others. Develop detailed project plans and milestone charts describing the conduct of these programs.

### **Marketing, Outreach, and Customer Service**

- Deliver speeches to a wide range of audiences, including IT executives, web content managers, librarians, and other stakeholder groups on the topics of GobiernoUSA.gov, web content management and e-government initiatives. Assist in research and prepare written speeches, testimonies, and statements on program issues and initiatives to be used by executive staff and other USA.gov staff members.
- Represent GobiernoUSA.gov and the Federal Citizen Information Center at meetings, conferences, tradeshows, and other public events with private sector, federal, state, local, and international government officials. Plan, organize, and facilitate interagency meetings, conferences, and seminars relating to policies, regulations, or specific projects.
- Seek opportunities to promote GobiernoUSA.gov to all appropriate audiences (citizens, businesses, employees).
- Meet with officials from other federal agencies, states, and localities, businesses and other nations to share lessons learned on operating government web portals.
- Reach out to audience groups to get feedback on GobiernoUSA.gov through focus groups, surveys, and other means and use the feedback to improve the content of the web products.
- Participate with contractor and team who respond to web-generated e-mail and phone calls to ensure that responses are timely, accurate and citizen friendly. Use public input to further improve GobiernoUSA.gov.
- Plan, organize and facilitate interagency meetings, conferences, and seminars relating to GobiernoUSA.gov policies and regulations or other specific projects.

## **KNOWLEDGE REQUIRED BY THE POSITION**

This position requires an individual who is fully bilingual in English and Spanish and is a native speaker of Spanish. The incumbent must be capable of translating English text into standard business Spanish and vice-versa. This position also requires knowledge of the U.S. Government and of government websites, especially Spanish government websites.

**Expert** knowledge of analytical techniques, principles, concepts, theories, and methods in order to analyze facts, draw conclusions, and recommend solutions to problems that often apply to GobiernoUSA.gov and government-wide initiatives.

**Knowledge** related to project management on information management, public-private partnerships, intergovernmental issues, or website design and maintenance.

Demonstrated ability to communicate effectively both orally and in writing both in English and in Spanish to a variety of audiences, and to work effectively with professional and technical personnel within and outside of the organization to develop long-range plans and recommendations concerning intergovernmental electronic government.

Knowledge of strategic planning and policy analysis to apply a wide range of qualitative and quantitative methods for the assessment and improvement of program effectiveness and improvement of management processes and systems.

Knowledge of state and local governments, and the private sector and their relationship with the federal government, to analyze and evaluate website management issues as well as experience with customer service improvement and customer satisfaction.

Practical knowledge of the organization, inter-relationships, cultures and missions of the U.S. Government.

Demonstrated knowledge of Internet site design and technology, web development and content management tools, and word processing/electronic publishing techniques to assist in the design of web pages and the distribution of information and services for the GobiernoUSA.gov program activities.

Demonstrated knowledge of current Internet trends and applicable federal laws and guidelines related to electronic government.

### **SUPERVISORY CONTROLS**

The incumbent works independently under the general supervision of the supervisor. Assignments are given in terms of broadly defined objectives. The incumbent is responsible for independently planning and carrying out assignments in accordance with established policy and agency objectives, and for interpreting information gathered. The incumbent informs the supervisor of potentially controversial findings, issues, or problems with widespread impact. The final product is reviewed for feasibility and effectiveness in achieving expected results.

### **GUIDELINES**

The incumbent relies on agency procedures for guidance on matters relating to general administrative policies as well as website policies. In many instances, there is an absence of guidelines. Broad segments of the work are not covered by manuals or established agency procedures. The incumbent must exercise ingenuity and resourcefulness in implementing the course of the program and solving any problems encountered.

### **COMPLEXITY**

Work primarily involves the application of program and management analysis and technical tools and techniques. Assignments and activities are varied and complex. Most are characterized by several analytical/review functions being pursued concurrently and are often complicated by the need to consider and evaluate the impact of changes in legislative and regulatory requirements, and/or long-range plans and objectives. Work involves coordination with others and compiling, and reconciling data from a variety of sources. Research and analysis are required to determine the nature and scope of operational problems and to make recommendations for development of methods to improve the accuracy and adequacy of information.

### **SCOPE AND EFFECT**

The purpose of the work performed by the incumbent is to maximize the efficiency and effectiveness of GobiernoUSA.gov programs and initiatives and to meet the needs of the private sector customers. The work involves the evaluation of major program operations throughout government, identification of situations where improvements in existing systems and operations can be made, and where the matching of effective electronic dissemination techniques with customer needs can leverage work and provide significant benefits. The work involves development of new approaches. The incumbent serves as a bilingual expert and consultant in the design and management of complex information and service dissemination systems, specializing in developing methods and approaches for use of Internet information and service delivery and its integration with related dissemination systems.

### **PERSONAL CONTACTS**

Contacts are with employees and officials of GSA and other federal agencies, representatives of vendors and contractors, the business community, state, and local governments, and the public.

### **PURPOSE OF CONTACTS**

Contacts are necessary in order to obtain and assemble information, to present requirements, to achieve acceptance of recommendations, to share best practices, to coordinate implementation of programs, to provide superior customer service, and to resolve problems. Contacts for such purposes require the incumbent to be skillful in tact; ingenuity and sound judgment to secure cooperation of parties that may have different points of view.

### **PHYSICAL DEMANDS**

The work is sedentary.

### **WORK ENVIRONMENT**

Work is performed in an office setting.