**Job Title: Process Improvement Specialist**

**Department:** Department Of Homeland Security

**Agency:** DHS Headquarters

**Job Announcement Number:**

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| --- | --- |
| **Salary Range:** | $89,033.00 - $115,742.00 /year |
| **Series & Grade:** | GS-0301-13 |
| **Promotion Potential:** | 13 |
| **Open Period:** |  |
| **Position Information:** | Full Time Career/Career Conditional |
| **Duty Locations:** | 1 vacancy - Washington DC Metro Area, DC |
| **Who May Be Considered:** | United States Citizens |

**Job Summary:**  
Do you desire to protect American interests and secure our Nation while building a meaningful and rewarding career? If so, the Department of Homeland Security (DHS) is calling. DHS components work collectively to prevent terrorism, secure borders, enforce and administer immigration laws, safeguard cyberspace and ensure resilience to disasters. The vitality and magnitude of this mission is achieved by a diverse workforce spanning hundreds of occupations. Make an impact; join DHS.

The primary purpose of this position is to serve as a content producer and provides supervision for the Web content management team to ensure quality, integrity and timeliness for agency web publishing.

This position is located in the Department of Homeland Security (DHS), Office of the Chief Information Officer (OCIO).

**Key Requirements:**

* You must be a U.S. citizen to apply for this position.
* You must be able to obtain/maintain a Secret security clearance.
* Occasional travel may be required.
* May be required to work extended hours and days.
* Financial disclosure required.

**Major Duties:**

Major Duties of this position include but are not limited to the following:

* Presents recommendations to senior staff to support a corporate standard for Web metrics excellence.
* Provides consultation, review, and analysis of usability/user interface projects under development by other components of DHS and the Federal government.
* Recommends improvements to the public web and search functionality based on metrics data and analysis that covers the disciplines of usability, analytics, satisfaction and business goals.
* Conducts data gathering projects to assess user characteristics, requirements, needs, goals, and opportunities related to DHS web communications.
* Writes for web as a content manager in an enterprise environment

**Qualifications:**

**Specialized Experience:** Applicants must have one year of specialized experience in private industry, public service, non-profit or volunteer work that has provided the applicant with the knowledge, skills, and abilities to successfully perform the duties of the position.

**GS-13:** To qualify for the GS-13, you must possess one year of specialized experience equivalent to the GS-12 level in the Federal service, or comparable experience not gained through federal service. For this position, specialized experience is defined as providing consultation, review, and analysis of usability/user interface projects under development by internal and external organizations. Such experience may include:

·         Utilizing existing and emerging Web metrics processes, procedures, and tools in order to identify user audiences; assess user requirements, needs and satisfaction levels; and design and conduct metrics at various stages of development process;

·         Analyzing results of tests and make recommendations to improve design and function; and, create, promote and support a corporate standard for Web metrics excellence; and/or

·         Preparing and publishing effective and usable editorial, image and video materials and maintaining quality control over content; and advising authors on best practices in web publishing in accordance with user centered design principles.

Substitution of education in lieu of specialized experience may not be used for this grade level.

**The qualifications requirements must be met by the closing date of the announcement.**

**Background Investigation:** To ensure the accomplishment of its mission, the Department of Homeland Security (DHS) requires each and every employee to be reliable and trustworthy. To meet those standards, all selected applicants must undergo and successfully complete a background investigation for a **Secret** clearance as a condition of placement in this **Non-Critical** **Sensitive** position. This review includes financial issues such as delinquency in the payment of debts, child support and/or tax obligations, as well as certain criminal offenses and illegal use or possession of drugs.

**How You Will Be Evaluated:**

We will review your resume and supporting documentation to ensure you meet the minimum qualification requirements. If you meet the minimum qualifications, we will use a job questionnaire to place you in one of the three categories based on your experience, education and training. The knowledge, skills and abilities needed to perform this job are:

1. Knowledge of writing for the web and content management practices in an enterprise environment.

2. Knowledge of project management relevant to a web metrics program.

3. Knowledge of the practice of web metrics.

4. Skill in oral and written communication.

If you meet the minimum qualifications, you will be placed in one of the following categories:

* **Best Qualified:** Applicants possessing a background that demonstrates a superior level of all evaluation criteria.
* **Well-Qualified:** Applicants possessing a background that demonstrates a satisfactory level of the evaluation criteria.
* **Qualified:** Applicants possessing the basic qualifications, with general knowledge, skills, and abilities.

If you are best qualified, you may be referred to the hiring manager for consideration and may be called for an interview. **To preview the job questionnaire, click here** [**View Assessment Questions**](https://ApplicationManager.gov/Questionnaire.aspx?ID=4218969&PreviewType=Assessment)**.**

**Agency Career Transition Assistance Program (CTAP) or the Interagency Career Transition Assistance Program (ICTAP) Eligibles:** If you have never worked for the Federal government, you are not CTAP/ICTAP eligible. Information about ICTAP or CTAP eligibility can be found by clicking [**here**](http://www.opm.gov/ctap/index.asp) to access OPM's Career Transition Resources website. To be considered well qualified under CTAP/ ICTAP, you must be placed in the well qualified category for this position, as described above. In addition, you must submit the supporting documents listed under the required documents section of this announcement.

**Veterans:**   Veterans with 5-point preference who meet the eligibility and qualification requirements are placed above non-preference eligibles within the category in which they qualify.   Veterans who have a compensable service-connected disability of at least 10% are listed in the best qualified category, except when the position being filled is scientific, professional at the GS-09 grade level, or higher.  For information on veterans' preference, please click [**here**](http://www.fedshirevets.gov/job/vetpref/index.aspx).

**Benefits:**

DHS offers competitive salaries and an attractive benefits package, including: health, dental, vision, life, and long-term care insurance; retirement plan; Thrift Savings Plan [similar to a 401(k)]; Flexible Spending Account; Employee Assistance Program; personal leave days; and paid federal holidays. Other benefits may include: flexible work schedules; telework; tuition reimbursement; transportation subsidies; uniform allowance; health and wellness programs; and fitness centers. DHS is committed to employee development and offers a variety of employee training and developmental opportunities. For more information, go to [**www.dhs.gov/careers**](http://www.dhs.gov/careers) and select "benefits."

**Other Information:**

**Promotion Potential: This position is being filled at the full performance level.**

Selectee may be required to serve a one-year probationary period

Selectee will be required to complete an OGE 450, Confidential Financial Disclosure Form.

Relocation Expenses will not be paid.

[**Veterans,**](http://www.dhs.gov/xabout/careers/gc_1257531959159.shtm) [**Peace Corps**](http://www.peacecorps.gov/index.cfm?shell=resources.returned.returnedvolfaq)/[**VISTA volunteers**](http://www.americorps.gov/about/programs/vista_benefits.asp), and [**people with disabilities**](http://www.usajobs.opm.gov/EI/individualswithdisabilities.asp) possess a wealth of unique talents, experiences, and competencies that can be invaluable to the DHS mission. If you are a member of one of these groups, you may not have to compete with the public for federal jobs. To determine your eligibility and to understand the documentation that would be required with your application, click on the links above and contact the Servicing Human Resources Officer listed at the bottom of this announcement.

**How To Apply:**

Your application must be received by 11:59PM EST on Thursday, October 04, 2012 . To begin your online application, click the **Apply Online** button and follow the prompts to register or sign into USAJOBS, take the online questionnaire, and submit the required documents. See **Required Documents** section for more detail.

We strongly encourage you to apply online. If you cannot apply online, you may FAX your résumé, assessment questionnaire, and supporting documents to (478) 757-3144. You must print a copy of [**OPM Form 1203-FX**](http://www.opm.gov/forms/pdf_fill/OPM1203fx.pdf) , document your responses to the assessment questionnaire  [**View Occupational Questionnaire**](https://ApplicationManager.gov/Questionnaire.aspx?ID=4218969&PreviewType=Questionnaire) , and use the official FAX coversheet found [**here**](http://staffing.opm.gov/pdf/usascover.pdf) .

Paper applications and information sent by mail WILL NOT BE ACCEPTED.

**Required Documents:**

1. Your résumé.
2. Your responses to the job questionnaire [**View Occupational Questionnaire**](https://ApplicationManager.gov/Questionnaire.aspx?ID=4218969&PreviewType=Questionnaire).
3. **Are you a veteran?** Submit Copy of your DD 214 (Certificate of Release or Discharge from Active Duty) that shows your type os discharge and character of service. Those applying for 10-point preference must fill out the SF-15 (click [**here**](http://www.opm.gov/forms/pdf_fill/SF15.pdf) for the form) and provide the required documentation listed on the back of the form. Click [**here**](http://www.fedshirevets.gov/job/vetpref/index.aspx) for more veterans' information.
4. **Are you claiming special priority selection rights under the Agency Career Transition Assistance Program (CTAP) or the Interagency Career Transition Assistance Program (ICTAP)?** Submit:
   * a copy of your agency notice,
   * a copy of your most recent performance rating, and
   * a copy of your most recent SF-50, Notification of Personnel Action, noting your current position, grade level, duty location and full performance level.

**Contact Information:**

|  |  |
| --- | --- |
| Phone: xxxxxxx Email: xxxxx@OPM.GOV | Agency Information: Department of Homeland Security Headquarters DO NOT SEND POSTAL MAIL Washington, DC 00000 |

**What To Expect Next:**

Once you submit your application, we will assess your experience and training, identify the best qualified applicants, and refer those applications to the hiring manager for further consideration and interviews. We will notify you by email after each of these steps has been completed. Your status will also be updated on USAJOBS throughout the process. To check your status, log on to your USAJOBS account, click on "Application Status," and then click "More Information." We expect to make a final job offer within 60 after the deadline for applications. If you are selected, we will conduct a suitability/security background investigation.

For more information on applying for Federal employment, please click [**here**](http://www.usajobs.gov/ei/index.asp)

**EEO Policy Statement:**   [**http://www.usajobs.gov/eeo**](javascript:void(0);)  
  
**Reasonable Accommodation Policy Statement:**   [**http://www.usajobs.gov/raps**](javascript:void(0);)  
  
**Veterans Information:**   [**http://www.usajobs.gov/vi**](javascript:void(0);)  
  
**Legal and Regulatory Guidance:**   [**http://www.usajobs.gov/lrg**](javascript:void(0);)

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| **[Close Window](javascript:window.close();)** | **[Print](javascript:window.print();)** |

**Control Number:**

**Process Improvement Specialist**

Vacancy ID: Announcement Number:   
USAJOBS Control Number:   
  
**Social Security Number**  
  
**Vacancy Identification Number**  
  
The Vacancy Identification Number is xxxxx  
**1. Title of Job**  
  
Process Improvement Specialist  
**2. Biographic Data**  
  
**3. E-Mail Address**  
  
**4. Work Information**  
  
**5. Employment Availability**  
  
**6. Citizenship**  
  
Are you a citizen of the United States?  
**7. Background Information**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**8. Other Information**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**9. Languages**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**10. Lowest Grade**  
  
Please indicate the lowest grade you will accept. If you do not indicate your lowest grade acceptable, you will be considered at the highest grade level for which you are found to be qualified.  
13  
  
**11. Miscellaneous Information**  
  
01 Yes, I qualify for Schedule A and have included the appropriate documentation with my application.  
02 No, Schedule A does not apply to me.  
  
**12. Special Knowledge**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**13. Test Location**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**14. Veteran Preference Claim**  
  
**15. Dates of Active Duty - Military Service**  
  
**16. Availability Date**  
  
**17. Service Computation Date**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**18. Other Date Information**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**19. Job Preference**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**20. Occupational Specialties**

**Please select from the following to indicate how you would like to be considered.** Not submitting required documents/proof may result in your disqualification. See How to Apply section.

**Competitive – All US Citizens** .   You are a United States citizen.

001 All U.S. Citizens  
  
**21. Geographic Availability**  
  
0675 Washington DC Metro Area, DC  
  
**22. Transition Assistance Plan**  
  
**23. Job Related Experience**  
  
**24. Personal Background Information**  
  
If you are applying by the OPM Form 1203-FX, leave this section blank.  
  
**25. Occupational/Assessment Questions:**

1. From the descriptions below, select the letter that best describes your level of specialized experience.

A. To qualify for the GS-13 grade level I have one year of specialized experience equivalent to the GS-12 level in the Federal service, or comparable experience not gained through federal service. For this position, specialized experience is defined as providing consultation, review, and analysis of usability/user interface projects under development by internal and external organizations. Such experience may include: utilizing existing and emerging Web metrics processes, procedures, and tools in order to identify user audiences; assess user requirements, needs and satisfaction levels; and design and conduct metrics at various stages of development process; analyzing results of tests and make recommendations to improve design and function; and, create, promote and support a corporate standard for Web metrics excellence; and/or preparing and publishing effective and usable editorial, image and video materials and maintaining quality control over content; and advising authors on best practices in web publishing in accordance with user centered design principles.  
  
B. My experience does not meet the requirements listed above.

Knowledge of writing for the web and content management practices in an enterprise environment

In this part, you will respond to questions about experience you have had that are related to the requirements of the job for which you are applying. Carefully review the level of descriptions listed below. For each statement, select the ONE response description that best describes your experience and record your selection.

A- I have not had education, training or experience in performing this task.  
B- I have had education or training in performing the task, but have not yet performed it on the job.  
C- I have performed this task on the job. My work on this task was monitored closely by a supervisor or senior manager to ensure compliance with proper procedures.  
D- I have performed this task as a regular part of a job. I have performed it independently and normally without review by a supervisor or senior manager.  
E- I am considered an expert in performing this task. I have supervised performance of this task, or am normally the person who is consulted by other workers to assist them in doing this task because of my expertise.

2. Coordinates the planning, drafting, editing, approving and publication of web content to an enterprise level website.

3. Maintains quality control across the site (links, photos, functionality, content) including review of content prior to publication to ensure compliance with 508, W3C and organization's standards and regulations.

4. Coordinates content approvals with subject matter experts and web content managers to ensure that objectives are met and a high degree of effectiveness is maintained.

5. Advises agency authors and their supervisors on how best to develop and present material that is highly effective, useable, and useful.

6. Assists with editing all content for the web in accordance with strategic communication goals and best practices in user centered design.

7. Applies knowledge of basic html and cascading style sheets.

8. Edits documents and files using photoshop and acrobat professional.

9. Edits content using flash, video and audio editing software, blogging technology or other web applications.

10. Utilizes knowledge of content management systems.

Knowledge of project management relevant to a web metrics program

11. Utilizes existing and emerging Web metrics processes, procedures, and tools in order to identify user audiences; assess user requirements, needs and satisfaction levels; design and conduct a web metrics program at various stages of development process; and analyze results of tests and make recommendations to improve design and function.

12. Creates, promotes and supports a corporate standard for Web metrics excellence.

13. Develops plans, policies, functions, goals and procedures for an enterprise level web metrics program.

14. Utilizes project management principles, methods and practices in order to address and manage a diverse array of analytical issues and projects.

15. Conducts research to identify technologies to further the goals of the web analytics program for customer relationship management, web analytics, performance management and usability, evaluates alternatives and recommends potential systems components to support this analytical process.

Knowledge of the practice of web metrics

16. Designs and conduct usability tests to ensure that key user interfaces undergo usability testing prior to release.

17. Provides comprehensive support in the area of Web analytics, including providing key performance indicators and dashboard for briefing executives and project staff on analytics data from the Google Analytics platform or a similar analytics platform.

18. Reviews and analyzes user satisfaction reports to identify actionable data, adjust survey questions as needed and recommend improvements on the website to impact user satisfaction.

19. Provides measures on search performance and make recommendations for improvements and best practices on search engine optimization.

20. Develops and report measures for progress toward business goals, such as metrics to assess improvements to customer service and to quantify cost avoidance.

Ability to communicate orally and in writing

21. Conducts and analyzes routine collections of customer statistical data for the web site metrics program, develops data aggregation or data dashboard presentations of the findings, and implements systems for summarizing and communicating findings to senior management.

22. Synthesizes large volumes of complex information and present it to senior management in a clear, concise and compelling manner that communicates the relationship between metrics data from the web metrics program and actionable recommendations to improve design and function of an enterprise level website.

23. Prepares executive briefings, summaries, reports, and recommendations on a variety of web metrics topics reflecting complex viewpoints and considerations of senior management.

24. Communicates findings, recommendations, resources and guidelines to other relevant staff via regular meetings, presentations, listservs, and other appropriate means.

25. Negotiates to obtain understanding or acceptance of policies among an audience opposed or indifferent to them, including high-level officials, their representatives and staff.

CERTIFICATION OF INFORMATION ACCURACY

26. Your responses in this Assessment Questionnaire are subject to evaluation and verification. Later steps in the selection process are specifically designed to verify your responses. Deliberate attempts to falsify information may be grounds for disqualifying you or for dismissing you from employment following acceptance. Please take this opportunity to review your responses to ensure their accuracy. By agreeing to the statement below, you are confirming that you have reviewed your responses to this questionnaire for accuracy, and verify that your response accurately describe your current level of experience and capability. Failure to agree to the statement below will disqualify you from further consideration for this position.

A. Yes, I verify that, to the best of my knowledge and belief, all of the information included in this questionnaire is true, correct, and provided in good faith. I accept that if my supporting documentation and/or later steps in the selection process do not support one or more of my responses to the questionnaire that my rating may be lowered and/or I may be removed from further consideration.  
  
B. No, I do not accept this agreement and/or I no longer wish to be considered for this position.