



General Position Information

Job Title: Marketing and Creative Services Specialist

Position Number: 17238

Position Grade: GS-13

Salary Range: \$87,198 - \$134,798 (not applicable for detailees)

Vacancy Open Period: 11/18/2021 – 12/03/2021

Position Type: Cadre, Detailee

Who May Apply: Internal ODNI Candidates, Detailees

Division: DNI/NIU

Duty Location: Bethesda, MD

Security Clearance: TS/SCI with CI Polygraph

Travel Required: 0-25% Travel

Relocation Expenses: For new ODNI employees, reimbursement for relocation is discretionary based on availability of funds.

Job Interview Travel: Candidates from outside the Washington, D.C., area may be selected for a telephone, teleconference, or in-person interview. If selected for an in-person interview, any travel or lodging will be at the applicant's personal expense.

Position Information

This is an opportunity for:

- An internal candidate to fill a GS-13 cadre position.
- A Federal Government employee to serve on a two-year reimbursable detail assignment in the ODNI. The detail assignment may be extended an additional year if all parties agree.

Who May Apply

Current GS employees at the same grade or up to one grade below may apply.

- For a cadre assignment:
 - Current ODNI permanent cadre.
- For a detailee assignment:



- Current Federal Government employees. (Current GS employees at the same grade or up to one grade below may apply.)

Salary Determination

- The ODNI uses a rank-in-person system in which rank is attached to the individual.
- A selected ODNI candidate or other Federal Government candidate will be assigned to the position at the employee's current GS grade and salary.

Component Mission:

The National Intelligence University (NIU) is the Intelligence Community's sole accredited, federal degree-granting institution. NIU advances the intelligence profession through a holistic, integrative, contextual approach to education that promotes dynamic teaching, engaged learning, original research, academic outreach, analytical problem solving, rigorous research methods, collaborative processes, and lifelong learning.

Major Duties and Responsibilities:

Create effective graphics and branding strategies for NIU, promoting the mission, impact, and value to the IC and Nation.

Plan, research, and design engaging graphics for all available platforms including classified and unclassified websites, social media sites, literature, and external advertising.

Manage multiple and competing priorities in a dynamic and fast-paced environment in close cooperation with NIU's academic and administrative leadership as well as NIU students.

Manage NIU's brand and collaborate across the university to ensure brand cohesion through all of NIU's marketing materials, websites, and social media platforms.

Coordinate or develop internal creative service processes across NIU.

Collaborate across NIU to research and develop marketing materials and other products for broad dissemination that advertise events, seminars, and other significant activities.

Coordinate and develop social media graphics, videos, photos, and other creative design solutions.

Identify new opportunities to reach and engage with key audiences through marketing strategies and materials.

Establish processes to monitor and gather statistics and data on the dissemination of digital and physical marketing materials, continually improving marketing practices.

Plan, manage, coordinate, and integrate all activities and projects with stakeholders internal to NIU and across the IC.

Define and manage complex publication projects; apply techniques to manage multiple projects concurrently and efficiently and develop production timelines that ensure the delivery of high-quality products on or before the deadline.



Mandatory and Educational Requirements:

Working knowledge of strategic planning, creative design, and/or digital marketing.

Demonstrated ability to serve as an advisor on marketing and communications activities.

Ability to think strategically, critically, and creatively and to instill those qualities into the NIU environment.

Experience effectively utilizing graphic design and multimedia resources.

Demonstrated strong ability to interact and communicate with individuals from diverse professional backgrounds.

Demonstrated excellent communication and interpersonal skills, including the ability to exert influence with senior leadership and communicate effectively at all staff levels, both internally and externally.

Passion for and proven ability to build and cultivate partnerships through outreach and engagement.

Desired Requirement:

Previous experience as graphics designer or multimedia specialist.

Experience with design software, photography, and videography.

Organizational and time-management skills.

Key Requirements and How to Apply

Internal ODNI Candidates:

A complete application package must include:

- a. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- b. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.

WHERE TO SUBMIT: *Internal ODNI Cadre Candidates must submit an application through the classified [JobsDN website](#).* For current employees who do not currently have access to internal systems, applications should be sent to either DNI-HR-HRM-TEAMB-Mailbox (cia.ic.gov (classified email system) or Recruitment_TeamB@dni.gov (unclassified email system).

Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level

CURRENT FEDERAL EMPLOYEES APPLYING FOR A DETAIL ASSIGNMENT:

Applicants from federal agencies within the Intelligence Community (IC) may be considered for this position as a reimbursable detailee, if endorsed by the employing agency. Applicants must have current TS/SCI clearances with



polygraph or have the ability to obtain one. The ODNI does not conduct polygraphs or provide security clearances for detailees.

Applicants from federal agencies outside the IC must provide:

- a. **WRITTEN ENDORSEMENT** from the employing agency concurring with the detail.
- b. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- c. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- d. **CURRENT SF-50:** Federal Government employees must provide an SF-50, "Notification of Personnel Action" to verify current federal status, position, title, grade, and organization of record. Please disregard if you are not a Federal Government employee.

WHERE TO SUBMIT: Applications should be sent to either DNI-HR-HRM-TEAMB-Mailbox@cia.ic.gov (classified email system) or Recruitment_TeamB@dni.gov (unclassified email system).

All attachments should be in Microsoft Word or Adobe PDF format.

Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level.

All Applicants:

APPLICATION PACKAGES MUST CONTAIN ALL ITEMS LISTED ABOVE. AN INCOMPLETE APPLICATION PACKAGE WILL BE INELIGIBLE FOR CONSIDERATION.

Your application MUST be received by midnight on the closing date of this announcement. Applications received after the closing date will NOT be eligible for consideration.

To verify receipt of your application package ONLY, you may call 301-243-1318.

What to Expect Next

The most highly qualified candidates will be referred to the hiring manager for further consideration and possible interview. We expect to make a selection within 30 days of the closing date of this announcement. Due to the large number of applications received, applicants will be contacted ONLY if they have been selected for an interview.

Agency Contact Information

ODNI Recruitment; Phone: 301-243-1318; Email: Recruitment_TeamB@dni.gov

Other Information

The ODNI is an equal opportunity employer and abides by applicable employment laws and regulations.



OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

The Office of the Director of National Intelligence (ODNI) requires its employees to be fully vaccinated against COVID-19 pursuant to Executive Order 14043 of the President of the United States. As required, Federal employees must be fully vaccinated against COVID-19 regardless of the employee's duty location or work arrangement (e.g., telework, etc), with exceptions only as required by law. If selected, you will be required to be vaccinated against COVID-19 and submit documentation of proof of vaccination by November 22, 2021 or before appointment or onboarding with ODNI, if after November 22, 2021. ODNI will provide additional information regarding what information or documentation will be needed and how you can request a legally required exception from this requirement. All employees requesting either a medical or religious exception, must follow the Guidelines from the Office of Personnel Management and/or Safer Federal Workforce Task Force.

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES: The ODNI provides reasonable accommodations to otherwise qualified applicants with disabilities. IF YOU NEED A REASONABLE ACCOMMODATION for any part of the application and hiring process, please notify the Intelligence Community Equal Employment Opportunity and Diversity Office Representative by classified email at DNI_Reasonable_Accommodation_WMA@cia.ic.gov and DNI_Diversity_WMA@cia.ic.gov, by unclassified email at DNI_DRA@dni.gov, by telephone at 703-275-3900 or by FAX at 703-275-1217 . Your request for reasonable accommodation will be addressed on a case-by-case basis. **PLEASE DO NOT SUBMIT YOUR APPLICATION TO THE EEOC EMAIL ADDRESS. THIS EMAIL IS FOR REASONABLE ACCOMMODATION REQUESTS ONLY. PLEASE SUBMIT YOUR APPLICATION VIA THE EMAIL ADDRESS PROVIDED IN THE 'HOW TO APPLY' SECTION ABOVE.**