

Strategic Communications Specialist – Social Media (GS-11)

SkillBridge Internship Opportunity

NON-REMOTE/IN-PERSON ONLY

U.S. Customs and Border Protection (CBP)

U.S. Border Patrol (USBP)

Office of Training and Development (OTD)

Locations: Artesia, New Mexico

Salary: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2023/general-schedule/>

IMPORTANT NOTE: This opportunity is OUTSIDE of USAJOBS.gov and **ONLY** open to DoD SkillBridge interns who are at least TWELVE months of separating and possess or anticipate a [30% or more Disabled Veteran, VRA, and/or Schedule A hiring authority eligibility](#) along with being qualified for the position per the below qualifications.

LOCATION

U.S. Border Patrol Academy - Artesia, New Mexico

MAJOR DUTIES AND RESPONSIBILITIES

This position is located within the Department of Homeland Security (DHS), U.S. Customs and Border Protection (CBP), Office of Training and Development (OTD), and serves in a developmental capacity under the leadership and guidance of a higher graded specialist.

The incumbent is responsible for executing the U.S. Border Patrol Academy social media strategy and for drafting, monitoring, and responding to social media postings. The incumbent works under close supervision, and in a developmental capacity performing work assignments and completing training, both of which are aimed in preparing the incumbent to gain the knowledge and skills necessary to perform the following duties:

- The incumbent implements U.S. Border Patrol Social Media Strategy, developing brand awareness, generating inbound traffic, and encouraging product adoption.
- Implements the social media strategy, coordinating with stakeholders to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all U.S. Border Patrol Academy products and services.
- Manages social media campaigns and day-to-day activities. Duties include online advocacy, writing editorials, community-outreach efforts, promotions, etc.
- Maintains a presence in social networking sites including Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.
- Under guidance from the supervisor will become an advocate of the U.S. Border Patrol Academy in social media spaces, answering questions where appropriate.
- Monitors effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns to maximize results.
- Plans, researches, and writes communication products such as talking points, brochures, and web content.

- Participates in communication projects and performs analysis on the effectiveness of the communication projects.
- Collaborates and communicates with designers and developers to assist in creating innovative online communication.
- Regularly communicates insights gained from the monitoring of social media to assist in evolving strategies in a timely fashion.

REQUIRED BASIC SKILLSET

- Knowledge of a wide range of communication principles, methods, and practices and techniques.
- Knowledge of social media tools, trends, and applications.
- In-depth knowledge and understanding of social media platforms and their respective participants (Twitter, Facebook, YouTube, Instagram, etc.) and how they can be deployed in different scenarios.
- Ability to effectively communicate information and ideas orally and in writing and build and maintain relationships.
- Excellent organizational skills and good judgment. Ability to independently manage multiple projects.
- Knowledge and skill in accessing public reaction and identifying extent of understanding achieved to evaluate effectiveness of information programs. Strong project management or organizational skills.
- Specialized experience managing social media for an organization. Skill in utilizing and analyzing new and existing social media trends.

How to Apply:

NOTE: Your resume must explicitly indicate how you meet this requirement, otherwise you will be found ineligible. Please see the "Required Documents" section below for additional resume requirements.

Email Jeffrey.R.Jack@cbp.dhs.gov with SUBJ: CBP – Office of Training and Development (OTD) – **Strategic Communications Specialist – Social Media (GS-11)** – Artesia, NM – (What Preference Claiming: [30% or More Disabled Veteran, VRA, and/or Schedule A](#)).

Your resume will enable us to determine the grade level for which you qualify; therefore, align it to the specifics as described in the Duties and Qualifications sections above.

Provide details of your education, background, and experience so we can accurately assess your qualifications, and be sure to highlight any superior proficiencies that uniquely qualify you.

Your DD214 (SSN redacted) or Statement of Service with all campaign medals contained therein (SSN redacted), VA Disability Rating Letter and/or Schedule A Letter is also required along with **REFERENCES FROM ALL PAST AND PRESENT EMPLOYERS.**