



# PANDEMIC RESPONSE

## ACCOUNTABILITY COMMITTEE

June 16, 2020

Seeking Senior Level Direct Hire Candidate to Serve as Associate Director of Outreach and Engagement

On March 27, 2020 President Trump signed into law the Coronavirus Aid, Relief, and Economy Security (CARES) Act, providing relief to America's workers, families, businesses, state and local governments, and others to address the COVID-19 outbreak and its impact on the economy and public health. The CARES Act also created the Pandemic Response Accountability Committee (PRAC) to conduct and coordinate independent oversight of the funds provided in the CARES Act and related legislation to address the federal government's pandemic response and recovery efforts.

The PRAC is seeking a highly qualified individual to fill an immediate need as Associate Director of Outreach and Engagement to assist us in our critical mission of fostering greater accountability and transparency in the use of covered funds and the Coronavirus response. More information regarding this position is provided in the attached announcement.

**To apply please send your resume to [prac\\_jobs@cigie.gov](mailto:prac_jobs@cigie.gov) by June 24.**

I thank you for your interest in promoting good government and public trust.

Robert A. Westbrooks  
Executive Director

Direct Hire Opportunity  
Associate Director of Outreach and Engagement  
Pandemic Response Accountability Committee  
June 16, 2020

**Introduction**

The Pandemic Response Accountability Committee is seeking a highly qualified professional to serve as Associate Director for Outreach and Engagement. Due to its September 30, 2025, sunset date, the PRAC has the staffing flexibilities of a temporary organization. Thus, the PRAC may directly hire excepted service appointees. Further, appointees may acquire competitive status by meeting statutory time-in-service requirements. For this position, the administratively determined salary range for appointees is: \$160,100 to \$197,300. This senior level position can be carried out in a remote work environment.

**Duties**

Works in coordination with PRAC Executive Director and Deputy Director to design and oversee PRAC's outreach and engagement initiatives, to include communications, media relations, public affairs, social media programs and engagement with external stakeholders, including federal, state, and local agencies, not-for-profit entities, congressional stakeholders and the public. Duties include but are not limited to the following:

- Provides overall strategic direction for the Outreach and Engagement Line of Business within the PRAC;
- Develops and oversees outreach and engagement initiatives to enhance external stakeholder involvement with the PRAC to advance the mission and supervises staff of congressional and public affairs and communications specialists to effectively implement the Outreach and Engagement strategy;
- Establishes and maintains effective working relationships with external stakeholders, including members of the media, congressional staffers, third party partners, and counterparts at relevant government agencies, including OMB and GAO, as well as at private and public organizations interested in the work of the PRAC;
- Identifies and oversees implementation of a variety of methods and techniques in achieving the PRAC's communication goal of reaching the broadest audience to make the public aware of the PRAC's work, such as news releases, social media, radio and television coverage, podcasts, feature articles, personal appearances, conferences, brand enhancement, design elements for reports and website, etc. Maintains awareness of new developments in communication, and leverages technology to improve the quality and timeliness of announcements and release of completed PRAC work;
- Oversees the organization, planning, and implementation of PRAC media notifications, press releases, and social media content in connection with issuance of PRAC reports,

providing guidance and direction to other PRAC personnel assigned to assist with such tasks;

- Develops the strategy for, and oversees the development of, informational materials to a variety of audiences to enhance the understanding of the mission, programs, and accomplishments of the PRAC, including but not limited to online data visualization products to enhance the user-friendliness of transparency initiatives, podcasts and video productions; provides guidance and direction to other PRAC personnel assigned to assist with such productions;
- Provides advice and recommendations to the Executive Director, Deputy Director and PRAC counsel on evolving modes of communication and the use by PRAC of such modes;
- Oversees PRAC communications programs to ensure the PRAC is effectively providing information to the public about its work, by among other things, tracking and assessing metrics about the effectiveness of digital media;
- Develops and produces special events and other activities, both alone and in partnership with external partners, intended to develop interest in and raise awareness of PRAC mission and programs; provides guidance and direction to other PRAC personnel assigned to assist with such productions.

### **Knowledge and Skills Required by the Position**

Mastery of the principles, methods, practices and techniques of communication that enables the Associate Director for Outreach and Engagement to function as the technical authority for the organization and responsible for overseeing, designing, planning and executing a public affairs, communications and outreach program of major national scope and significance is required.

This includes:

- Deep knowledge of the federal oversight community;
- Skill in developing written materials designed to encourage specialized publics to understand and adopt beneficial reviews to the public that reduce waste, fraud and abuse, or cover objective reviews of issue of nationwide importance;
- Skill in making oral presentations or training others to conduct meetings designed to obtain public input on program issues and develop a consensus position from among divergent viewpoints;
- Skill in establishing and maintaining working relationships with a variety of entities, some of whom have opposing points of view from the organization and where the candidate must defend the developed policy or point of view in the face of heavy criticism in unstructured settings;
- Skill in establishing and maintaining effective working relationships with local and national media representatives, external stakeholders and community groups;
- Skill and experience in developing collaborative forums and special events to advance the understanding of policy initiatives;

Skill in applying a variety of analytical techniques in gathering, analyzing and evaluating complex data and communicating these analyses to a variety of audiences