



# District of Columbia Housing Authority

## Vacancy Announcement

*Central Office*

### ANNOUNCEMENT # 18-44(A)

(This Announcement amends area of consideration and opening and closing dates)

<b>Title: Multi-Media Specialist</b>	<b>Department: Office of Public Affairs and Communications</b>
<b>Grade: DS-1001-12</b>	<b>Salary Range: \$72,731 pa - \$94,897 pa</b>
<b>Opening Date: 06-20-18</b>	<b>Closing Date: Open until filled</b>
<b>Area of Consideration: DCHA Employees and the General Public</b>	

#### Duties and Responsibilities:

- Participates in the development of a consistent multi-media strategy, thereby increasing the awareness of DCHA's brand, programs and services; organizes and manages multi-media channels in order to reach planned goals and objectives; engages users and enhances DCHA's image as an innovative, professional and approachable service-oriented agency;
- Produces new innovative, user-friendly contents for DCHA's website to improve overall visitor experience (i.e., virtual tours, videos, and audio presentations); enhances user interface and functionality of the website and other multi-media outreach efforts; ensures internal and external audiences are reached by effectively utilizing the intranet/internet and broadcast media;
- Prioritizes and proactively addresses issues which can affect DCHA's success; develops relationships with key stakeholders and outside media organizations to mitigate reputational and other concerns;
- Keeps apprised of DCHA activities as well as topics and trends in local and national media regarding public and assisted housing to develop relevant story ideas for multi-media campaigns;
- Works with a wide range of project formats including flat, video, 3D and web; works with computer-aided design (CAD) software, video and photo editing programs, and Web development software to provide educational tools and materials; uses desktop and electronic publishing software;
- Assesses the content that is being produced and ensures that it is aligned with DCHA's values; ensures that content is in compliance and adheres to multi-media standards, policies and all relevant rules, procedures and guidelines;
- Develops scripts, treatments and concepts that positively depict DCHA employees, clients, missions, programs, functions and services; researches and recommends effective technical solutions for multi-media production and delivery problems;
- Conducts quality assurance and testing to ensure that multi-media products perform as expected on targeted audiences;
- Edits existing video files; extracts, combines, and manipulates existing videos to create clips and trailers; and adds logos, watermarks, etc., to existing videos;
- Performs other related duties as assigned.

#### Qualification Requirements:

Bachelor's degree from an accredited college or university with an emphasis in business, public relations, marketing, web-based graphic design, or related field; and at least (4) four years' experience in marketing and media relations; or the equivalent combination of education and experience which meet the minimum qualifications requirement may be substituted. **(over)**

## **Quality Ranking Factors:**

The following ranking factors will be used in the evaluation process. All applicants must respond to each ranking factor by providing a narrative statement addressing the factors listed below. Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you are applying. You may refer to any experience, education, training, etc. that includes the degree to which you possess the job related knowledge, skills and ability described in the ranking factors.

*Note: Failure to respond to all ranking factors will eliminate you from consideration.*

**Ranking Factor #1:** Must be creative, independent, and able to see a creative project from idea conceptualization through to final execution.

**Ranking Factor #2:** Must be able to work on multiple projects at once while hitting aggressive deadlines

**Ranking Factor #3:** Experience creating content ideas for different platforms and audiences; and ability to deliver audience-focused information.

**Ranking Factor #4:** Must possess stellar written and verbal communication skills.

## **Other Significant Factors:**

- Applicants may be subject to background, past employment and personal history investigations.
- Applicants who require accommodations or have questions in the application process should contact the Human Resources Department at (202)535-1618.
- This position **is** in the Collective Bargaining Unit represented by AFGE Local 2725

The District of Columbia Housing Authority (DCHA) conducts pre-employment screening on specified positions, which may include but is not limited to a criminal background check, drug and alcohol testing, verification of academic credentials, licenses, and certifications, and/or verification of work history.

This position has been designated by the department to require a drug and alcohol screening and background check. Finalist(s) for this position will be subject to drug and alcohol testing and will be required to consent to a pre-employment background check as a condition of employment.

*For consideration please submit your application to:*

**Human Resources Department  
1133 North Capitol Street N.E., Room 222  
Washington D.C. 20002  
Fax # (202) 535-1375  
Or online at [www.dchousing.org](http://www.dchousing.org)**

**DCHA IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER**

