Content Designer / Strategist Information Session

March 2023

Agenda

1	Introduction to the U.S. General Services Administration (GSA)
2	Overview of the Technology Modernization Fund (TMF)
3	Content designer / strategist role details
4	Application and hiring process information
5	Q&A

GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people.

About GSA

GSA was established by President Harry Truman on July 1, 1949 to "**streamline the administrative work of the Federal Government**."

Today, GSA provides centralized procurement and **shared services for the Federal Government**, managing a nationwide real estate portfolio, overseeing billions of dollars in contracts, and **delivering technology services at scale**.

370M+ square feet
of workspace for 1.1 million federal employees, while preserving more than 500 historic properties

~$75B annual contracts
managed by America's only source solely dedicated to procuring goods and services for government

~Millions of people
served through shared technical products, platforms, and services used by dozens of federal agencies

Challenges with government IT modernization

>85%

of large govt software projects are unsuccessful

Only 13% of projects valued at $6M or greater, in Europe and the United States, are completed satisfactorily, on time, and within budget.

$90B+

spent in federal IT spending in FY2019

According to the GAO's June 2019 report, "Agencies Need to Develop Modernization Plans for Critical Legacy Systems."

80%

is allocated for the maintenance of legacy software

The mission of the Technology Modernization Fund is to reimagine, transform, and modernize the way the government uses technology to deliver for the American public equitably, securely, and in a user-centered way.

The TMF approach

Incremental investment ties additional funding to the delivery of specific milestones

Iterative, agile process that enables teams to course-correct and improve outcomes

Provide **timely, accessible funding** that move faster and align with annual budget cycles

Investments go *beyond* funding, providing **oversight, expertise, and support**

Invest in **public-facing services that span multiple agencies**

Unique high-level view of agency needs across the federal enterprise

TMF by the numbers

$688M+
Invested in 38 projects across 22 federal agencies

$1.2B
In total investment funding available

220+
Proposals received and reviewed, totaling $3.5B in demand

2M+
Federal employees' data security improved

1M+
Veterans able to request and receive digital service records

100M+
Students and borrowers' data protection improved

U.S. Department of Agriculture

Efficiently inspecting produce to safeguard the food supply and boost farm revenues

- Improved operational efficiency while leveraging commercially available offerings to securely manage billing, inspection, and certification processes

- Eliminated manual, paper-based processes that required duplicative data entry

- Enables customers to submit online service requests and receive electronic certificates, instead of paper certificates posted by mail

Food Safety & Quality Assurance Services

Covering The Entire Supply Chain

0:18 / 1:34

Introducing the USDA Specialty Crops Inspection Division

60B+
pounds of fruits & vegetables inspected

$713M
worth of school lunches

U.S. Department of Labor

Expedited processing of labor certifications for agriculture and trade craft visas

- Shifted from a paper-based process to an electronic one
- Created an interagency data hub to issue electronic labor certificates to farmers, small business owners, and other agency partners
- Reduced labor certification processing time **by two business days per application**; allowed applicants and employers to **apply and view their application statuses in real-time**

176%
more agriculture certifications daily

2 days
saved per application for every visa

$1.9M
annual cost savings

Content designer role details

Role opportunity

Content strategists at the TMF will support us in creating clear, compelling, consistent, accurate, and accessible content and developing a content strategy to communicate the successes and lessons from the TMF investments.

1

Storytelling

Sharing the impact and lessons from TMF investments ($600M+)

2

Strategizing

Improving the way TMF approaches content by building best practices

3

Consulting

Acting as a subject matter expert for the agencies we work with on their content

What you'll be doing...

Creating and refining content

- Designing and writing content in plain language across multiple channels (including non-digital channels): websites, social media, blogs, email, etc

- Editing and reviewing content for appropriate style and tone, accuracy, and to ensure it aligns with the audience it serves

- Identifying and implementing content improvements based on exercises such as content audits, comparative analyses, gap analyses, site mapping, etc

Conducting research and leveraging data

- Conducting user research and evaluating quantitative and qualitative data to identify user intent and better understand and meet audience needs

Defining a content strategy

- Contributing to and refining content strategy and artifacts such as style guides and editorial calendars to ensure messaging is unified across all channels

Collaborating with the team and partners

- Working closely with designers and developers to provide a content perspective for design efforts, outreach, etc

- Engaging with partners to ensure accuracy of information and strategizing around opportunities for collaboration

Background and experience

- Have a deep understanding of research methods and content design: can conduct research to gather insights about users and their needs, analyze quantitative and qualitative data to inform content strategy across multiple channels, and contribute to content governance frameworks

- Write, review, and edit content following plain language and accessibility best practices that is tailored to specific audiences

- Leverage a variety of analytics tools to develop user stories and user journeys and use their findings to make improvements to content

- Work collaboratively with people from many organizations and disciplines
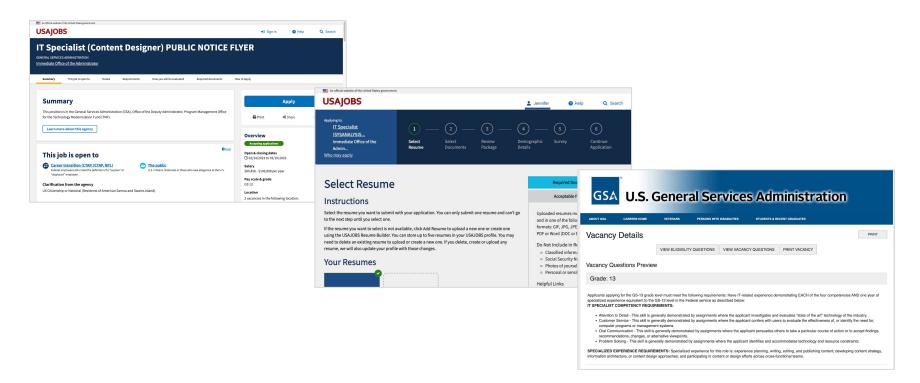
Application and hiring process

Position basics

- **Eligibility requirements:** All United States citizens and nationals (residents of American Samoa and Swains Islands)

- Term employees, extendable up to 8 years

- 100% remote / virtual positions with occasional travel

- All roles are eligible for benefits

- Salary: GS-13, Step 1 - $112,015 to GS-13, Step 10 - $145,617
  - Based on DC locality; subject to change based on your home location

Applying on USAJobs

Application

- GSA hiring is resume-based

- PDF format generally works best

- Federal-style resume resources
  - https://join.tts.gsa.gov/resume/
  - https://handbook.tts.gsa.gov/hiring-staying-or-changing-jobs/resume/

Meeting qualifications

- Look at the "Qualifications" section of the job announcement for Specialized Experience and competency requirements

- Clearly address them directly in your resume

- Show at least 1 year of relevant experience

- Include month and year for all positions held

Specialized experience

- Experience planning, writing, editing, and publishing content

- Experience developing content strategy, information architecture, or content design approaches

- Experience participating in content or design efforts across cross-functional teams

Interviews

- Will likely be scheduled over Google Meet, but happy to provide any accommodations that will help you interview at your best

- Two interviews – Technical and Core Value Alignment

- All interview questions will be provided in advance

Next steps

- Job is posted on USAJobs until Friday, March 10th at 11:59PM ET

- Applications reviewed upon position closing
  - Updates will be only provided to those who are selected to interview

- Average timeline from tentative offer to final offer is about 1.5 months

Questions?

For questions after this session, contact us at tmf@gsa.gov.
Learn more about our projects at tmf.cio.gov.