



ANNOUNCEMENT NUMBER: 04-357
POSITION TITLE: Promotion Specialist
SERIES/GRADE: PG-1101-07/09/11/12
SALARY RANGE: \$34,184 - \$78,826 PA
ISSUE DATE: 10/12/04
CLOSING DATE: 10/25/04
NUMBER OF VACANCIES: Four (4)
ORGANIZATION: Office of the Managing Director of Information Dissemination/
Superintendent of Documents
Library and Customer Relations Service
Office of Marketing
GEOGRAPHIC LOCATION: Washington, DC
PROMOTION POTENTIAL: PG-12
DURATION OF APPOINTMENT: Permanent
TOUR OF DUTY: Shift 1
HUMAN CAPITAL SERVICING DEPARTMENT: Information Dissemination/ Executive Services
CIVIL SERVICE STATUS REQUIRED: Yes
AREA OF CONSIDERATION: Permanent GPO Employees Only

SUMMARY OF DUTIES/RESPONSIBILITIES:

At the PG-07 Level: The incumbent serves as a trainee functioning in a developmental capacity and will be responsible for assignments and/or projects that are both internally and externally generated. Duties at this level are similar to the PG-09 except that assignments are not as difficult or complex and work is typically reviewed more closely.

At the PG-09 Level: As a Promotion Specialist, the incumbent is responsible for implementing promotional projects that support the Superintendent of Documents (SuDocs) marketing program. The program is intended to create greater public awareness of Sales and other SuDocs products and services including the Federal Depository Library Program (FDLP) and GPO Access, and to increase revenues derived from those products. Conceptualizes and develops promotional projects that support the overall marketing plan, as well as implementing them. This involves the development, production, and distribution of printed and electronic paid advertisements, public service announcements, catalogs and brochures, product releases and other vehicles for creating greater public awareness of Sales Program products, the U.S. Government Bookstore, the U.S. Government Online Bookstore, and other SuDocs services, including FDLP and GPO Access. Based upon the GPO's strategic goals, helps to develop promotional projects that best posture the agency to promote customer interest and expand its business base. Evaluates work problems and suggests effective solutions. Performs other related duties as assigned.

At the PG-11/12 Levels: Projects require the application of a wide range of information, methods, and statistical techniques. The incumbent identifies work to be accomplished and the deadlines for completion, and keeps the Assistant Director informed on the progress of assignments involving potentially controversial issues, or problems with widespread impact. Recommends new program initiatives when necessary. **At the PG-11 level** work is typically reviewed more closely.

EVALUATION OF CANDIDATES:

If you meet the basic qualification requirements, we will evaluate your application against the knowledge, skills, abilities, and other characteristics (KSAOs) required for this position. This evaluation determines which candidate will be referred to the selecting official for final consideration. Applicants should be specific in documenting these areas in their application materials.

QUALIFICATIONS: Applicants must possess 52 weeks of specialized experience at the next lower grade level. Specialized experience is experience, which is directly related to this position and has equipped the applicant with the particular knowledge, skills, and abilities in order to successfully perform the duties described above.

You must submit separate narrative KSAO statements with your application package. Failure to do so will result in a loss of consideration.

---Continued on Reverse Side---

On plain paper, list each of the following knowledge, skills, abilities and other characteristics (KSAOs) separately and explain how your experience, education, training, self-development activities, appraisals, awards, etc. relate to each KSAO and this position. The evaluation of KSAO responses will determine which candidates will be referred to the selecting official for final consideration. Please limit your narratives to one page per KSAO. KSAO's summary statements that address all KSAOs together are not acceptable.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED FOR THIS POSITION

1. Knowledge of marketing principles and techniques.
2. Knowledge of the procedures, operations, resources required, and cost involved in publishing and dissemination, in addition to knowledge of the capability of contemporary print and electronic publishing techniques and equipment.
3. Ability to work with internal support groups to coordinate creative marketing projects.
4. Ability to effectively communicate orally with Government program managers, the business and professional communities, and customers concerning resources, constraints, and project status.
5. Skill in written communication to produce product releases, brochures, and other collateral material.

ALL APPLICANTS MUST INCLUDE THE FOLLOWING:

Applicants may submit an Optional Form 612, "Optional Application for Federal Employment" (or SF-171), or a resume. If a resume is submitted, it must contain all pertinent data in the OF-612.

Applicants must submit a copy of their Notification of Personnel Action, SF-50. Employees may obtain a copy of their SF-50 from the Human Capital Department located in Room C-106.

Applicants must also submit a copy of their latest performance appraisal. Employees may obtain a copy of their performance appraisal by contacting their servicing Human Capital Department.

OTHER ESSENTIAL INFORMATION:

Applicants must:

- include their Social Security Number on their application.
- the title and length of related courses. For college classes include the number of credit hours unless a degree has been earned.
- include the vacancy announcement number and position title on their application.
- describe their duties and responsibilities in their own words; position descriptions may not be submitted.
- meet time-in-grade and qualification requirements by the closing date of this announcement.
- submit a GPO Form 2566, "Report of Merit Promotion Action," if they wish to obtain a report on the status of their application.
- submit application by the closing date of this announcement.

Submit Application Materials To:

Application Processing, Stop: HCD
U.S. Government Printing Office
732 N. Capitol St. NW
Washington, DC 20401

For Additional Information:

CALL: (202) 512-1200
TDD: (202) 512-1519
FAX: (202) 512-1292