



**ANNOUNCEMENT NUMBER:** 04-358  
**POSITION TITLE:** Customer Services Business Manager  
**SERIES/GRADE:** PG-1101-15  
**SALARY RANGE:** \$100,231 - \$130,305  
**ISSUE DATE:** 10/15/04  
**CLOSING DATE:** 10/28/04  
**NUMBER OF VACANCIES:** One  
  
**ORGANIZATION:** Customer Services  
Office of the Managing Director  
Sales and Marketing Office  
  
**GEOGRAPHIC LOCATION:** Washington, DC  
**PROMOTION POTENTIAL:** None  
**DURATION OF APPOINTMENT:** Permanent  
**TOUR OF DUTY:** Shift 1  
**HUMAN CAPITAL SERVICING DEPARTMENT:** Customer Services/CFO  
**CIVIL SERVICE STATUS REQUIRED:** No  
**AREA OF CONSIDERATION:** All Sources

**SUMMARY OF DUTIES/RESPONSIBILITIES:**

The incumbent in this position serves as an expert in the Office of the Managing Director, leading the organization in the development of sales and marketing innovations that will perpetuate an increase in Government publishing printing market share and associated revenues. Duties also encompass implementation of the Office of Management and Budget (OMB) Compact; as well as the establishment and delivery of comprehensive training to the Customer Services staff. Works closely with managers throughout the Government Printing Office to ensure that agency-wide requirements and initiatives are addressed in the design and implementation of marketing and other business approaches. Analyzes marketing trends for retail sales and services concepts and techniques that may be adopted. Provides guidance to assure that proposed plans are compatible with the scope of services proposed for future years and identifies, defines, and develops sales and marketing modes and strategies that will produce optimum customer satisfaction. Creates and/or reinforces the image of GPO as a responsive and aggressive provider of needed goods and services at a significant benefit. Analyzes new trends in selling techniques and recommends adoption of those methods that will maximize sales and profits while improving customers' service. Participates with other managers and leaders of GPO during the acquisition process, including quality, test and evaluation, contracting, logistics support planning, production, and product/services improvement for GPO. Recommends and establishes policy and procedures and provides oversight and leadership of business/acquisition processes from development to end-user phase. Provides broad direction, review, and oversight of GPO business planning process, program and policy. Reviews programs that involve critical public and political scrutiny, and intense legislative interests that require innovative business and contract solutions. Maintains liasion with government, industry, and international communities and attends business, technical, and management seminars and conferences to identify new advances in technology and methods of operations. When called upon, performs other duties as assigned.

**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.**

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 printing, marketing, business strategies, advertising, direct marketing, media, imaging, and progressive technology.
2. Knowledge of business strategies, business programs and technical and financial requirements and capabilities to evaluate business and acquisition programs.
3. Skill in providing expert technical leadership, coordination, and consultation in printing services acquisition and procurement programs.
4. Ability to review and approve or redirect procurement strategy, plans, and techniques for management approved programs.

**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.**

**NOTE:** Applications will be accepted from status and non-status candidates. Status candidates who wish to be considered under both merit promotion and competitive procedures must submit two (2) complete applications. When only one (1) application is received, it will be considered under merit promotion procedures.

**NOTE:** Current and former Federal employees must submit copies of their latest annual performance rating and SF-50 as proof of status or reinstatement eligibility. Veterans who are preference eligible or who have been separated from the armed forces under honorable conditions after 3 years or more of continuous active service may apply.

Applicants eligible under the **Veterans Readjustment Act (VRA)** will also be considered, if this position is being announced at the grade PG-11 level and below. Veterans must submit a copy of their DD-214, "Certificate of Release or Discharge from Active Duty"; if claiming 10-point veterans' preference, submit a SF-15, "Application for 10-Point Veterans' Preference," plus the proof required by that form. Applicants seeking Excepted Appointments based on disabilities must provide certification from a State or District of Columbia rehabilitation counselor indicating that they meet the requirements for and are eligible for an Excepted Appointment based on a physical or mental disability.

**SELECTEES MUST SUCCESSFULLY PASS A DRUG TEST BEFORE APPOINTMENT. CURRENT GPO EMPLOYEES ARE NOT SUBJECT TO DRUG TEST.**

**GPO WILL NOT PAY RELOCATION COSTS.**

**Applicants must:**

- be a United States citizen or national (e.g. resident of American Samoa).
- 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 applications and required forms postmarked no later than 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

**\*THIS AGENCY PROVIDES REASONABLE ACCOMMODATIONS TO APPLICANTS WITH DISABILITIES\*  
\*THE GOVERNMENT PRINTING OFFICE IS AN EQUAL OPPORTUNITY EMPLOYER\***