Loaned Executive Program
Assignment Announcement

Senior Advisor, Marketing and Branding, CBP and TSA

Description:

The U.S. Department of Homeland Security (DHS) seeks to bring in one or more Loaned Executive(s) to advise the Transportation Security Administration (TSA) and U.S. Customs and Border Protection (CBP) on ways to improve marketing and branding of their trusted traveler programs, including TSA's Pre✓™ and CBP's Global Entry, NEXUS, and SENTRI. This effort is in direct support of the federal government's efforts to promote travel and tourism to the United States, and is a part of broader DHS efforts to improve the travel experience for commercial aviation travelers.

Length:

The position is a six-month assignment with the option for a six-month renewal. During this time, the loaned executive(s) will serve as a subject matter expert for TSA and CBP—developing comprehensive marketing campaigns and increasing branding awareness intended to promote U.S. travel and tourism.

Work Schedule:

The senior advisor will work via temporary employment, as defined in 5 CFR § 304.102. The work schedule is full-time, with option for part-time or intermittent.

Components:

CBP and TSA

Location:

Multiple Locations

Duties and Responsibilities:

- Review current marketing and branding approaches related to TSA and CBP's trusted traveler programs.
- Make recommendations for unifying efforts to increase public understanding of and enthusiasm for DHS's array of trusted traveler programs.
- Review past customer service survey results and/or other agency data related to customer service, and provide recommendations for improving future outcomes.

Eligibility Requirements:

All candidates must have/be:

- Extensive senior-level experience in the development of comprehensive marketing campaigns.
- The successful candidate(s) must be in a current senior-level management or related position, with in-depth experience in developing advertising strategies, leading public relations efforts, coordinating outreach events, service level rating development, information distribution, research and organizational branding.
- DHS suitability eligible. All clearance issues need to be resolved in advance of the actual assignment to ensure immediate operational engagement.
- This position requires the filing of a Confidential Financial Disclosure Report (OGE Form 450).

Application Deadline:

June 27, 2014 at 11:59 p.m. EDT

Application Requirements and How to Apply:

To apply, please e-mail a resume with "Marketing" in the subject line to loanedexecutive@hq.dhs.gov before 11:59 p.m. EDT of the deadline date.

Whom to Contact for Additional Information:

Karinda L. Washington at Karinda.Washington@hq.dhs.gov.

Additional Content:

In accordance with the Federal Acquisition Regulation (FAR) Subpart 9.5 and the Homeland Security Acquisition Regulation (HSAR) Subpart 3009.5 (48 CFR 30009.507), a potential organizational conflict of interest exists pertaining to the services provided pursuant to this assignment announcement and mitigation may not be possible. HSAR Clauses 3052.209-72 (Organizational Conflict of Interest) and 3052.209-73 (Limitation of Future Contracting) are applicable to this assignment announcement.