Loaned Executive Program
Assignment Announcement

Senior Advisor, Marketing and Branding, ICE

Description:

The U.S. Department of Homeland Security (DHS) seeks to bring in one or more Loaned Executive(s) to advise U.S. Immigration and Customs Enforcement (ICE) on ways to improve marketing and branding of its operational programs. This effort is in direct support of the Secretary's priority for tasking the ICE Director as the public champion for ICE.

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 ICE—developing comprehensive marketing campaigns and increasing branding awareness intended to promote ICE programs.

Work Schedule:

The senior advisor will work via temporary employment, as defined in 5 CFR § 304.102. The work schedule is part-time.

Components:

ICE

Location:

Multiple Locations

Duties and Responsibilities:

- Review current marketing and branding approaches related to ICE's operational programs.
- Make recommendations for unifying efforts to increase public understanding of and enthusiasm for ICE's programs.
- Make recommendations for an awareness campaign to build on long-term familiarity, knowledge of the agency and its stake in the protection of our homeland.

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:

May 15, 2015 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.