



Communication Specialist (Digital Engagement)

DEPARTMENT OF HOMELAND SECURITY
Customs and Border Protection
Office of Human Resources Management

Summary

Organizational Location: his position is with the Department of Homeland Security, within U.S. Customs and Border Protection (CBP), Office of Human Resources Management (HRM), Strategic Partnerships and Communications Division (SP&C), located in Washington DC.

Additional selections may be made for other organizational divisions and/or units within the duty location(s) listed above.

[Learn more about this agency](#)

Overview

Accepting applications

🕒 Open 08/03/2026 to 08/07/2026

Location

1 vacancy in the following location:

📍 Washington, DC

Work site options

Telework eligible

No

Remote job

No

Relocation expenses reimbursed

No

Salary

\$102,415 - \$133,142 per year

Pay scale & grade

GS 12

Promotion potential

12

? [Learn more about pay scale and grade](#)

Pay scale and grade determines the salary of the job.

Work schedule

Full-time

Travel Required

Occasional travel - You may be required to travel for this position.

Appointment type

Permanent

Occupations and job series

- [1001 General Arts And Information](#)

Supervisory status

No

Federal service type

This job is in the Competitive Service

Represented by a union

Yes

Drug test

No

Security clearance

Not Required

Financial disclosure required

No

? Some jobs require [financial disclosure](#) to identify conflicts of interests.

Announcement number

HRM-SMP-13011894-MEB

Control number

878764700

This job is open to



[Federal employees - Competitive service](#)

Current federal employees whose agencies follow the U.S. Office of Personnel Management's hiring rules and pay scales.



[Career transition \(CTAP, ICTAP, RPL\)](#)

Federal employees whose job, agency or department was eliminated and are eligible for priority over other applicants.



[Land and base management](#)

Current or former employees of a base management agency.



[Veterans](#)

Veterans of the U.S. Armed Forces or a spouse, widow, widower or parent of a veteran, who may be eligible for derived preference



[Military spouses](#)

Military spouses of active duty service members or whose spouse is 100 percent disabled or died on active duty.

Clarification from the agency

Current Federal employees with competitive status; Career Transition Assistance Plan DHS employees, Reemployment Priority List, Interagency Career Transition Assistance Plan Federal Employees; Current and former Land Management employees who meet the Land Management Workforce Flexibility Act; Veterans eligible under VEOA; Certain Military Spouses

Duties

In this position you will be responsible for executing the Office of Human Resources Management's (HRM's) external engagement strategy and requirements to include researching, developing, posting and maintaining digital media products to make agency information accessible to CBP's workforce and external consumers. HRM's external engagement program includes digital content management (e.g. web and social media content) and engagement with external stakeholders to champion the CBP workforce through strong and trusted partnerships. This position starts at a salary of \$102,415.00 (GS-12, Step 1) to \$133,142.00 (GS-12, Step 10).

GS Salary: Visit [this link](#) to view the locality pay tables by geographic area. If you do not see your geographic area listed, select the "Rest of United States" pay table. Some positions fall under a special pay rate depending on the series, grade level and location of the position. Please visit [this link](#) to view special pay rate charts.

In this Digital Communications Specialist position, you will become a key team member of Homeland Security professionals involved in providing extensive knowledge of current CBP-wide and HRM missions and priorities.

Typical work assignments include:

- Researching, analyzing, and producing reports on consumers, industry trends, and digital engagement activities to inform future strategies for HRM's web pages, social media, and mobile application platforms.
- Curating, drafting, designing, and posts engaging content for web and mobile application platforms, ensuring professionalism, continuity, and organizational integrity across HRM-managed digital channels.
- Collaborating with internal and external stakeholders-including the HRM social media team, Office of Public Affairs, Office of Information and Technology, and other components-to conceptualize and implement effective digital engagement programs.
- Analyzing, reviewing, and reporting on the impact of digital engagement programs, providing regular updates on trends, best practices, and recommendations to maximize effectiveness.
- Selecting, drafting, and editing text, HTML, and graphics for HRM web pages and digital platforms, ensuring products are easy to find, well-designed, compelling, and accessible to intended audiences

Requirements

Conditions of employment

- You must be a U.S. Citizen to apply for this position
- Males born after 12/31/1959 must be registered with Selective Service
- Primary U.S. residency for at least three of the last five years (additional details below)
- All pre-employment processes will be conducted in English
- You may be required to pass a background investigation
- CBP follows the DHS Drug-Free Workplace Plan for drug testing procedures
- As an employee of CBP, you will be joining a workforce that is dedicated to accomplishing our mission while maintaining the trust of our Nation by strictly adhering to all government ethics standards. Your conduct will be subject to the ethics rules applicable to all Executive Branch employees, and to CBP employees specifically, as well as the criminal conflict of interest statutes. Once you enter on duty, these rules include obtaining approval for outside employment or business activity, to ensure such employment or business activity is not prohibited and does not interfere or conflict with performance of your official duties. Please review further details via the following [link](#).
- DHS uses E-Verify, an internet-based system, to confirm the eligibility of all newly hired employees to work in the United States. Learn more about [E-Verify](#) including your rights and responsibilities.
- **Bargaining Unit:** This is a bargaining unit covered position, represented under the National Treasury Employees Unions -NTEU. For local chapter contact information see [Chapter Websites - National Treasury Employees Union -NTEU](#)

Qualifications

Experience: You qualify for the GS-12 grade level if you possess 1 year of specialized experience equivalent to at least the next lower grade level, performing duties such as:

- Developing, executing, and evaluating digital engagement strategies and products to enhance organizational communication with diverse audiences.
- Researching, analyzing, and reporting on digital engagement activities, industry trends, and audience behaviors to inform future strategies and maximize product adoption.
- Maintaining and enforcing web content standards, ensuring content is accurate, professional, and aligned with organizational objectives.
- Coordinating with multiple stakeholders to produce and maintain compelling, accessible, and shareable digital products for web and mobile platforms.
- Preparing reports and recommendations on digital engagement effectiveness and best practices, and represents the organization in working groups to advise on communication strategies.

NOTE: Your resume must explicitly indicate how you meet this requirement, otherwise you will be found ineligible. Please see the "Required Documents" section below for additional resume requirements.

Experience refers to paid and unpaid experience, including volunteer work done through National Service programs (e.g., Peace Corps, AmeriCorps) and other organizations (e.g., professional; philanthropic; religious; spiritual; community, student, social). Volunteer work helps build critical competencies, knowledge, and skills and can provide valuable training and experience that translates directly to paid employment. You will receive credit for all qualifying experience, including volunteer experience.

You must:

- Meet all qualification requirements, including education if applicable to this position, subject to verification at any stage of the application process; and
- Meet all applicable Time in Grade requirements (current federal employees must have served 52 weeks at the next lower grade or equivalent grade band in the federal service) by 08/07/2026.

The Office of Personnel Management (OPM) must authorize employment offers made to current or former political appointees. If you are currently, or have been within the last 5 years, a political Schedule A, Schedule C, Non-career SES or Presidential Appointee employee in the Executive Branch, you must disclose this information to the Human Resources Office.

Background Investigation: U.S. Customs and Border Protection (CBP) is a federal law enforcement agency that requires all applicants to undergo a thorough background investigation prior to employment in order to promote the agency's core values of vigilance, service to country, and integrity. During the screening and/or background investigation process, you will be asked questions regarding any felony criminal convictions or current felony charges, the use of illegal drugs (e.g., marijuana, cocaine, heroin, LSD, methamphetamines, ecstasy), and the use of non-prescribed controlled substances including any experimentation, possession, sale, receipt, manufacture, cultivation, production, transfer, shipping, trafficking, or distribution of controlled substances. For additional information on the preemployment process, review the following link: [Applicant Resources | CBP Careers](#)

Residency: There is a residency requirement for all applicants not currently employed by CBP. Individuals are required to have physically resided in the United States or its protectorates (as declared under international law) for at least three of the last five years. If you do not meet the residency requirement and you have been physically located in a foreign location for more than two

of the last five years, you may request an exception to determine if you are eligible for a residency waiver by meeting one or more of the following conditions:

- Working for the U.S. Government as a federal civilian or as a member of the military
- A dependent who was authorized to accompany a federal civilian or member of the military who was working for the U.S. government
- Participation in a study abroad program sponsored by a U.S. affiliated college or university
- Working as a contractor, intern, consultant or volunteer supporting the U.S. government

Probationary Period: All employees new to the federal government must serve a one year probationary period during the first year of his/her initial permanent federal appointment to determine fitness for continued employment. Current and former federal employees may be required to serve or complete a probationary period.

Agency Career Transition Assistance Program (CTAP) or the Interagency Career Transition Assistance Program (ICTAP) Eligibles: If you have never worked for the federal government, you are not CTAP/ICTAP eligible. View information about [CTAP/ICTAP eligibility](#) on OPM's Career Transition Resources website. To be considered well qualified under CTAP/ICTAP, you must be rated at a minimum score of 85 for this position. In addition, you must submit the supporting documents listed under the Required Documents section of this announcement.

Reasonable Accommodation (RA) Requests: If you believe you have a disability (i.e., physical or mental), covered by the Rehabilitation Act of 1973 as amended that would interfere with completing the USA Hire Competency Based Assessments, you will be granted the opportunity to request a RA in your online application. Requests for RA for the USA Hire Competency Based Assessments and appropriate supporting documentation for RA must be received prior to starting the USA Hire Competency Based Assessments. Decisions on requests for RA are made on a case-by-case basis. If you meet the minimum qualifications of the position, after notification of the adjudication of your request, you will receive an email invitation to complete the USA Hire Competency Based Assessments, based on your adjudication decision. You must complete all assessments within 48 hours of receiving the URL to access the USA Hire Competency Based Assessments, if you received the link after the close of the announcement. To determine if you need a RA, please review the Procedures for Requesting a Reasonable Accommodation for Online Assessments [here](#).

Education

Please see the Qualifications and Required Documents sections for more information if education is applicable to this position.

Additional information

Additional Hiring and Special Appointing Authorities: See "THIS JOB IS OPEN TO" section above for what additional Appointing Authorities may apply. Veterans, military spouses, Peace Corps/VISTA volunteers, and people with disabilities possess a wealth of unique talents, experiences, and competencies that can be invaluable to the DHS mission. If you are a member of one of these groups, you may not have to compete with the public for federal jobs. To determine your eligibility and to understand what documentation would be required with your application, please click on the appropriate link below. You must provide documentation supporting your eligibility prior to the closing date of this announcement. If you have any questions regarding your eligibility, please contact the CBP Hiring Center via the contact information listed at the end of this job opportunity announcement.

- [Veterans](#)

- **[Military spouses](#)** Effective until December 31, 2028, any spouse of a member on active duty may be eligible
- **[Individuals with Disabilities](#)** The proof of disability documentation must specify that you are eligible to apply using Schedule A. It does NOT need to detail your specific disability, medical history or need for accommodation. For more information visit [this link](#).
- **[Peace Corps](#)** and **[VISTA](#)**
- **[Land Management Hiring Flexibility Act](#)**: The following documents are required at the time of application: SF-50s to demonstrate that you meet the eligibility requirements and the most recent performance rating signed by your supervisor or a statement from your supervisor documenting acceptable performance.
- **[Other miscellaneous hiring authorities](#)**

The Department of Homeland Security encourages persons with disabilities to apply, to include persons with intellectual, severe physical or psychiatric disabilities, as defined by 5 CFR § 213.3102(u), and/or Disabled Veterans with a compensable service-connected disability of 30 percent or more as defined by 5 CFR § 315.707. [Veterans](#), [Peace Corps/VISTA volunteers](#), and [persons with disabilities](#) possess a wealth of unique talents, experiences, and competencies that can be invaluable to the DHS mission. If you are a member of one of these groups, you may not have to compete with the public for federal jobs. To determine your eligibility for non-competitive appointment and to understand the required documentation, click on the links above or contact the Servicing Human Resources Office listed at the bottom of this announcement.

Please upload your resume under the "Resume" document type. Any other relevant supporting documents should be uploaded under their appropriate document types as mentioned above. Only resumes up to a total of two pages will be accepted. Applicants with resumes exceeding two pages will be removed from consideration. Do not submit documents as a **[PDF Portfolios](#)**.

Candidates should be committed to improving the efficiency of the Federal government, passionate about the ideals of our American republic, and committed to upholding the rule of law and the United States Constitution.

Benefits



A career with the U.S. government provides employees with a comprehensive benefits package. As a federal employee, you and your family will have access to a range of benefits that are designed to make your federal career very rewarding. [Learn more about federal benefits](#).

[Review our benefits](#)

Eligibility for benefits depends on the type of position you hold and whether your position is full-time, part-time or intermittent. Contact the hiring agency for more information on the specific benefits offered.

How you will be evaluated

You will be evaluated for this job based on how well you meet the qualifications above.

Applicants will only be considered for the Eligibilities for which they claim in the job questionnaire AND must provide the supporting documentation. Applicants will not be considered for Eligibilities for which they did not claim, regardless of the documentation submitted with the application.

<https://apply.usastaffing.gov/ViewQuestionnaire/13011894>

After CBP completes its hiring, the resumes of the remaining candidates referred for selection consideration may be shared with other DHS Components. During the application process, you may choose to opt-in if you would like your name, application material, and assessment results to be shared. There is no guarantee of further consideration, and you can continue to explore other job opportunity announcements.

You will be evaluated based on how well you meet the qualifications listed in this vacancy announcement. Your qualifications will be evaluated based on your application materials (e.g., resume, supporting documents), your responses on the application questionnaire, and your responses to all assessments required for this position. You will be assessed on the following competencies (knowledge, skills, abilities, and other characteristics).

The USA Hire Assessment will be used to assess the following general competencies:

- Attention to Detail
- Customer Service
- Flexibility
- Integrity/Honesty
- Interpersonal Skills
- Self-Management
- Stress Tolerance
- Teamwork
- Reading Comprehension

If you are best qualified, you may be referred to the hiring manager for consideration and may be contacted for an interview. As a part of the interview process, additional selection criteria may be administered by the hiring manager. Preview the

<https://apply.usastaffing.gov/ViewQuestionnaire/13011894>

In order to be considered for this position, you must complete all required steps in the process. In addition to the application and application questionnaire, this position requires an online assessment. The online assessment measures critical general competencies required to perform the job.

Overstating your qualifications and/or experience in your application materials or application questionnaire may result in your removal from consideration. Cheating on the online assessment may also result in your removal from consideration.

Required Documents

- **Your [resume](#):** A resume describing your job-related qualifications is required and will be used for the purpose of reviewing your qualifications and determining what training, if any, would be required when placed. A resume in English is required. It must contain your full legal name, phone number, relevant work history including a detailed description of your duties, the dates you performed those duties (MM/DD/YY), your hours worked per week, job title, as well as series, grade, and salary (if applicable). For additional required items, see the link. It is recommended that you upload your resume as a PDF instead of a Word document to ensure document quality. Ensure that your uploaded resume is not a password protected document, to include Office 365 passwords. Limit your resume to no more than two pages. The USAJOBS database will not allow an applicant to submit an application that includes a resume over two pages.
- **Your responses to the job questionnaire:**
<https://apply.usastaffing.gov/ViewQuestionnaire/13011894>
- **Your responses to the USA Hire Competency Based Assessment**
- **Are you a current or former federal employee?** ALL CURRENT AND FORMER FEDERAL EMPLOYEES MUST SUBMIT THE MOST RECENT COPY OF THEIR SF-50 (Notification of Personnel Action) showing competitive status: Tenure 1 or 2 in Block 24 and Position Occupied 1 in Block 34. Additionally, you should also submit a SF-50 reflecting the highest grade held on a permanent basis in the competitive service or the full performance level of your current position, whichever is higher, AND an SF-50 to support having met the time-in-grade requirement of having served 52 weeks at the grade level (or equivalent) below the grade level(s) for this position.
 - Current CBP Employees are encouraged to submit an SF-50(s) for CBP experience; however, additional SF-50(s) are required when using federal experience outside of CBP to receive credit towards the requirements above. Examples of appropriate SF-50s include promotions, within-grade increases, and accessions.
 - Retired former federal employees must submit your retirement SF-50 and encouraged to submit your most recent annuity statement.
- **Are you claiming special priority selection rights under the Agency Career Transition Assistance Program (CTAP), Interagency Career Transition Assistance Program (ICTAP), or the Reemployment Priority List (RPL)?** You must submit a separation notice; your most recent SF-50 (noting your current position, grade level and duty location); a copy of your most recent performance rating; an agency certification that you cannot be placed after injury compensation has been terminated; an OPM notification that your disability annuity has been terminated; or a Military Department of National Guard Bureau notification that you are retired under 5 U.S.C. 8337(h) or 8456; or RPL registration documentation.
- **Are you a veteran?** If you are applying under a veteran appointing authority, you must submit documentation to support eligibility such as a DD 214 listing the character of service and either qualifying medal(s) or service period, a VA Disability Award letter dated 1991 or later, and/or supporting documentation as listed on the [Standard Form 15](#). If you are currently serving on active duty, you must submit a written statement from the armed forces certifying your dates of service, your rank, expected type of discharge and anticipated date of separation. If you apply with a written statement at this stage, your preference will be verified by a DD 214 (Member Copy 4) upon separation from the military. To learn more click [here](#).
- **Are you a current or former political Schedule A, Schedule C, Non-career SES or Presidential Appointee employee?** Submit a copy of your initial and termination SF-50s.
- If you are requesting a reasonable accommodation to the USA Hire Competency Based Assessments, submit documentation to support your request, including the Reasonable Accommodation Request Form found [here](#).

- You may be asked to provide a copy of your recent performance appraisal and/or incentive awards. Due weight will be given to performance appraisals and incentive awards in merit promotion selection decisions in accordance with 5 CFR 335.103(b)(3). Additionally, if you are a former federal employee, and have been separated from Federal service for over 52 weeks, it is recommended that you submit your most recent rating of record (performance appraisal) when applying.

How to Apply

Please read the entire announcement and all the instructions before you begin an application. To apply and be considered for this position, you must complete all required questionnaires, assessments and submit all required documentation as specified in the How to Apply and Required Documents section. All application materials, including transcripts, must be in English. The complete application package must be submitted by 11:59 PM (ET) on 08/07/2026 to receive consideration. The application process is as follows:

1. Click the **Apply Online** button.
2. Answer the questions presented in the application and attach all necessary supporting documentation.
3. Click the **Submit Application** button prior to 11:59 PM (ET) on the announcement 08/07/2026.
4. If you are required to complete any USA Hire Assessments, you will be notified after submitting your application. The notification will be provided in your application submission screen via email. The notification will include your unique assessment access link to the USA Hire system and the completion deadline. Additionally, in USAJOBS you can click "Track this application" to return to your assessment completion notice.
5. Access USA Hire using your unique assessment link. Access is granted through your USAJOBS login credentials.
6. Review all instructions prior to beginning your assessments. You will have the opportunity to request a testing accommodation before beginning the assessments should you have a disability covered under the Rehabilitation Action of 1973 as amended.
7. Set aside at least 3 hours to take these assessments; however, most applicants complete the assessments in less time. If you need to stop the assessments and continue at a later time, you can re-use your unique assessment link.
8. Your responses to the USA Hire Assessments will be reused for one year (in most cases) from the date you complete an assessment. If future application you submit require completion of the same assessments, your responses will be automatically reused.

For more general information, system requirements, reasonable accommodation information, and to request assistance regarding the USA Hire Assessments, review the following resources: [USA Hire Assessments](#).

To update your application, including supporting documentation: During the announcement open period, return to your USAJOBS account, find your application record and click **Edit my application**. This option will no longer be available once the announcement has closed.

To view the announcement status or your application status: Click on [How to See your Application and Job Status](#). Your application status page is where you can view your application status, USA Hire assessment completion status, and review your notifications sent by the hiring agency regarding your

application.

Applications and supporting documentation will not be accepted by mail or email. The address below is for inquiries only. You may apply more than once, but the most recent application is the only one that will be used. **You must submit your resume, your online questionnaire, and any supporting documents by 11:59 PM Eastern Time on 08/07/2026.** Do not submit documents as a **PDF Portfolios**.

It is your responsibility to verify that any information entered or uploaded is received and is accurate. Human Resources will not modify or change any part of your application. Determining your eligibility and qualifications is dependent on the supporting documentation and information provided, which may impact your referral for further consideration.

DHS offers competitive salaries and an attractive benefits package, including: health, dental, vision, life, and long-term care insurance; retirement plan; Thrift Savings Plan [similar to a 401(k)]; Flexible Spending Account; Employee Assistance Program; personal leave days; and paid federal holidays. Other benefits may include: flexible work schedules; tuition reimbursement; transportation subsidies; uniform allowance; health and wellness programs; and fitness centers. DHS is committed to employee development and offers a variety of employee training and developmental opportunities. For more information visit, [DHS Careers](#) website and select "Benefits." [Disabled veteran leave](#) will be available to any Federal employee hired on or after November 5, 2016, who is a veteran with a service-connected disability rating of 30 percent or more.

The Fair Chance to Compete for Jobs Act prohibits the Department of Homeland Security and its Components from requesting an applicant's criminal history record before that individual receives a conditional offer of employment. In accordance with [5 U.S. Code § 9202\(c\)](#) and [5 C.F.R § 920.201](#) certain positions are exempt from the provisions of the Fair Chance to Compete Act. Applicants who believe they have been subjected to a violation of the Fair Chance to Compete for Jobs Act, may submit a written complaint to hc-recordsmgmt@cbp.dhs.gov.

View [common definitions](#) of terms in this announcement.

Agency contact information

CBP Hiring Center HR Contact

Phone

[855-500-3722](tel:855-500-3722)

Email

cbphiring-applicantinquiry@cbp.dhs.gov

Address

Office of Human Resources Management

Please read entire announcement

Please apply online

Washington, DC 20229

US

Next steps

The open period for this job opportunity announcement may be extended to allow for a sufficient applicant pool.

Based on your application and your responses to the application questionnaire, you may be presented with instructions on how to access the USA Hire system to complete the online assessments. The online assessments must be completed within 48 hours following the close of this announcement. You will have the opportunity to request a testing accommodation for the assessment should you have a disability covered under the Americans with Disabilities Act (ADA).

Your assessment results will be kept on record for one year and used toward future positions for which you might apply that require the same assessments.

Once the job opportunity announcement has closed, we will assess your experience and training, identify the best qualified applicants, and refer those applications to the hiring manager for further consideration and interviews. You will be notified by email after each of these steps has been completed. Stay informed of changes to your application status by signing up for automatic email alerts with your [USAJOBS account](#). If you are referred, you will receive a final notification of the disposition of the announcement. We expect to make a tentative job offer within 60 days after the close of the announcement. If you are selected, we may conduct a suitability/security background investigation.

If you receive a conditional offer of employment for this position, you will be required to complete an [Optional Form 306, Declaration for Federal Employment](#), and to sign and certify the accuracy of all information in your application, prior to entry on duty. False statements on any part of the application may result in withdrawal of offer of employment, dismissal after beginning work, fine, or imprisonment.

Any offers of employment made pursuant to this announcement will be consistent with all applicable authorities, including Presidential Memoranda, Executive Orders, interpretive U.S. Office of Management and Budget (OMB) and U.S. Office of Personnel Management (OPM) guidance, and Office of Management and Budget plans and policies concerning hiring. These authorities are subject to change.

Applying to this announcement certifies that you give permission for DHS to share your application with others in DHS for similar positions.

Fair and transparent

The Federal hiring process is set up to be fair and transparent. Please read the following guidance.

[Criminal history inquiries](#)

[Equal Employment Opportunity \(EEO\) Policy](#)

[Financial suitability](#)

[New employee probationary period](#)

[Privacy Act](#)

[Reasonable accommodation policy](#)

[Selective Service](#)

[Signature and false statements](#)

[Social security number request](#)



USAJOBS is a [United States Office of Personnel Management](#) website.