



Advanced Research Projects Agency for Health

Deputy Director of Communications (Comms)

ARPA-H Overview:

ARPA-H is a two-year-old agency established with the mission of creating breakthrough solutions to America's most challenging health related problems. ARPA-H supports high-uncertainty, high-reward programs to solve hard challenges using programmatic approaches that other agencies cannot or do not use. With a scope spanning the molecular to the societal, ARPA-H programs have the potential to radically improve everyone's health. Our streamlined awards process enables us to act quickly and catalyze cutting-edge biomedical and health research. ARPA-H is creating an environment to support the best ideas from Program Managers that will bring together dynamic teams to solve the toughest health challenges. Our rigorous program design, competitive project selection process, and active program management ensure thoughtful and impactful expenditures. More information on ARPA-H can be found here: <https://arpa-h.gov/>

Position Overview:

We are seeking an experienced and innovative Deputy Director of Communications (Comms) to design, lead and execute strategic marketing initiatives; build ARPA-H's brand and graphic design capabilities; lead digital campaigns and public engagement; oversee website design, content and management; and help manage ARPA-H's marketing metrics/performance evaluation, media relations, crisis communications and thought leadership work. This role is perfect for individuals who thrive in dynamic and collaborative environments, enjoy tackling complex challenges, are passionate about science and health communications, and driving our mission to accelerate better health outcomes for everyone.

Responsibilities:

Strategic Vision and Leadership:

- Marketing, communication and strategic thinking: clearly communicates ARPA-H's mission, goals, brand values, activities, and achievements to a wide range of stakeholders, including government officials, researchers, healthcare professionals, innovators, business leaders, and the public.
- Leadership: helps lead a diverse team and designs, develops, and implements comprehensive communication and marketing plans that align with the agency's objectives and adapt to the rapidly evolving landscape of health research and policy.

Expertise in Science and Health Communication:

- Expertise: possesses a deep understanding of scientific and medical concepts and is able to translate complex research findings into simple, clear, inclusive, and accessible language and visuals.
- Science & Health Marketing & Communication: effectively markets and communicates the significance and potential impact of ARPA-H's programs, projects, activities, and events to garner support, facilitate collaboration, and ensure transparency.



Digital Campaigns and Public Engagement:

- Digital: oversees the agency's online presence and engagement, including the creation of digital and social campaigns and content; video assets; graphics work; and metrics necessary to drive growth and performance.
- Engagement with the Public, Health Professionals, Researchers, and Innovators: uses various platforms and channels to foster dialogue, disseminate information, build public trust, and drive measurable results with respect to ARPA-H's work among the public, and especially with professional audiences in the health care, research or business communities.

ARPA-H Website Design and Management:

- Web Development Expertise: demonstrates ability to design, implement, and maintain responsive, user-friendly websites that align with industry best practices and standards.
- Content Management:
 - Skilled in managing content through various Content Management Systems (CMS), ensuring accurate and up-to-date information across all web pages.
 - Expert in the creation and maintenance of website content, including text, images, and multimedia elements, with a keen eye for detail and design aesthetics.
 - Knowledgeable with version control systems and workflows for efficient content management and collaboration.

Crisis Communication and Risk Management:

- Risk Management: helps the Director of Communications to anticipate and manage communication risks, including the development of crisis communication plans. This is vital in an agency that deals with high-stakes health research (e.g., able to quickly develop Q&A related to what we are doing, why something 'failed', etc.)
- Crisis Communication: helps respond quickly and effectively to any communication crisis, maintaining the agency's credibility and ensuring accurate information dissemination during critical situations.

Must Have Qualifications:

- United States Citizenship.
- Master's degree in Marketing, Business Administration, Communications, Public Relations, Journalism, STEM or related field; or equivalent professional experience.
- 10+ years of experience in a senior marketing or communications role.
- 5+ years of experience leading diverse teams.
- Deep expertise in science and health marketing and communications.
- Expert-level experience designing, developing, and implementing successful marketing and engagement strategies – especially with professional audiences in the health care, research or business communities.
- Experience in website design, content creation, maintenance, and performance management.



- Expertise in digital and social media campaigns (including on LinkedIn or similar professionally-oriented platforms); stays current with the latest trends.

Preferred Qualifications:

- Prior experience in a federal government agency.
- Demonstrated strong capability in media relations and crisis communication.
- Demonstrated ability to lead major results-oriented initiatives in a start-up environment.

Apply at CAREERS@ARPA-H.GOV. Please include subject line: Deputy Director of Communications (Comms) Application

At ARPA-H, our customer is the American public, and we seek to build a mission-driven workforce that is as diverse as our customer base. We are building a culture that creates a space for visionary innovators in science, health, and in building a best-in-class ARPA organization. For this position, ARPA-H is able to use special hiring authorities that are legislatively granted that allow for a streamlined hiring and onboarding process.

Values Statement: ARPA-H is dedicated to fostering a workforce that reflects the rich diversity of America. Our goal is to deliver groundbreaking health solutions that benefit all Americans, and we know the best path to reach everyone is to include everyone.

Benefits: The Deputy Director will be hired at an industry-competitive salary commensurate with the selectee's qualifications and experience and ARPA-H salary guidelines. Full Federal benefits will be provided, including retirement, health and life insurance, leave, and savings plan (401(k) equivalent). Relocation and other incentives may be available.

Equal Employment Opportunity: Selection for this position will be based solely on merit, with no discrimination for non-merit reasons such as race, color, religion, gender, sexual orientation, national origin, political affiliation, marital status, disability, age, or membership or non-membership in an employee organization. ARPA-H encourages the application and nomination of qualified women, minorities, and individuals with disabilities.

Standards of Conduct/Financial Disclosure: ARPA-H inspires public confidence in our work by maintaining high ethical principles. ARPA-H employees are subject to Federal government-wide regulations and statutes as well as agency-specific regulations described on the NIH Ethics website. We encourage you to review this information. The position may require the incumbent to complete a public financial disclosure report prior to the effective date of the appointment.

Foreign Education: Applicants who have completed part or all of their education outside of the U.S. must have their foreign education evaluated by an accredited organization to ensure that the foreign education is equivalent to education received in accredited educational institutions in the United States. We will only accept the completed foreign education evaluation. For more information on foreign education verification, visit the <https://www.naces.org> website. Verification must be received prior to the effective date of the appointment.

Reasonable Accommodation: ARPA-H provides reasonable accommodations to applicants with disabilities. If you require reasonable accommodation during any part of the application and hiring



process, please notify us. The decision on granting reasonable accommodation will be made on a caseby-case basis.