# POSITION DESCRIPTION

# Associate Administrator for Strategic Communication, general services administration

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| **OVERVIEW** | |
| Position Type | Noncareer appointment (NA) |
| Agency Mission | The mission of the General Services Administration (GSA) is to deliver the best value in real estate, acquisition and technology services to government and the American people.[[1]](#endnote-1) |
| Position Overview | The associate administrator for strategic communication leads the Office of Strategic Communication, which is GSA’s resource for all internal and external communications needs. This office uses communications to help the agency meet its mission and business goals. |
| Compensation | Unknown at this time |
| Position Reports to | Unknown at this time |
| **RESPONSIBILITIES** | |
| Management Scope | The associate administrator for strategic communication oversees a deputy associate administrator, the senior communications advisor, the director of public engagement and the press secretary.[[2]](#endnote-2)  In fiscal 2020, GSA had 11,813 full-time equivalent employees and a budget of $40.3 billion. The agency manages $500 billion in federal assets, including 8,600 government-owned or leased buildings—482 of which are historic properties—and 208,000 vehicles. |
| Primary Responsibilities | * Oversees the Office of Strategic Communication. * Manages the development of communication strategies designed to ensure the agency meets its mission and business goals. * Oversees media relations and web-based communication efforts. * Manages efforts related to media affairs, public engagement, corporate communication and media requests. * Ensures clear and effective messaging to the public. * Provides strategic direction on major policies and initiatives. * Works to engage and empower GSA’s workforce. |
| Strategic Goals and Priorities | [Depends on the policy priorities of the administration.] |
| **REQUIREMENTS AND COMPETENCIES** | |
| Requirements | * Subject matter expertise, increasingly in social media. * Management experience. |
| Competencies | * Ability to communicate complex matters simply and accurately. * Strong communication and interpersonal skills. * Leadership skills. |
| **PAST APPOINTEES** | |
| Teressa Wykpisz-Lee (2021 to present) – Senior Manager, Accenture Federal Services; Senior Corporate Communications Consultant, Exelon; Deputy Associate Administrator for Media Affairs, GSA | |
| Mark M. McHale (2018 to 2021) – Internal Communications Lead, Nationwide; Principal, M3 Partners; Director of Internal Communications, Limited Brands | |
| Benjamin Kenney (2017 to 2018) – Director of Strategic Communications, State of Indiana; Public Relations Director, Sells Group; Jr. Account Executive, PMK BNC | |

1. Partnership for Public Service position description [↑](#endnote-ref-1)
2. [↑](#endnote-ref-2)