



POSITION DESCRIPTION

Operations & Vendor Compliance Analyst – National Media Campaign (NMC)

Organization: Veterans Center

Program: Fair Housing – National Media Campaign (NMC)

Reports To: Program Director – Fair Housing

FLSA Status: Exempt

Pay/Grade Equivalent: GS-11/12 (depending on experience) \$75,000 – \$90,000

1. POSITION SUMMARY

The National Campaign Operations & Governance Manager serves as the principal architect of operational infrastructure, internal controls, and vendor governance systems supporting the National Media Campaign (NMC) under HUD's Fair Housing Initiatives Program (FHIP).

This position designs, implements, and monitors the governance framework ensuring that all media vendors, translators, production partners, and digital outreach contractors operate in full compliance with federal grant requirements, civil rights standards, accessibility laws, and organizational policies.

-The incumbent builds the operational backbone necessary to execute a multi-state fair housing campaign with consistency, accountability, risk mitigation, and audit readiness.

2. MAJOR DUTIES AND RESPONSIBILITIES

2.1. Governance Architecture & Internal Controls (30%)

- Designs and implements a comprehensive operational governance framework for NMC activities.
- Develops internal control matrices aligned with 2 CFR 200 Uniform Guidance.
- Establishes risk mitigation protocols for media production and vendor operations.
- Creates compliance checkpoint structures embedded within campaign workflows.
- Develops documentation retention and audit-readiness systems.

2.2. Vendor Oversight System Design (25%)

- Designs vendor onboarding, performance evaluation, and compliance monitoring frameworks.
- Develops KPI standards for media placement, digital engagement, translation accuracy, and deliverable verification.
- Establishes invoice validation and deliverable confirmation procedures.
- Implements structured vendor accountability mechanisms.
- Coordinates with finance to ensure procurement and payment compliance.

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2.3. Media Governance & Civil Rights Compliance (20%)

- Develops Social Media Governance Manual.
- Establishes content review hierarchy and approval workflows.
- Designs protocols to ensure ADA compliance (captioning, alt text, accessibility standards).
- Implements protected class sensitivity review checkpoints.
- Develops crisis response and reputational risk mitigation procedures.

2.4. Operational Workflow & Systems Optimization (15%)

- Conducts workflow analyses to improve campaign efficiency.
- Develops SOPs for media production lifecycle (concept → approval → deployment → reporting).
- Designs standardized documentation templates for national use.
- Identifies process improvement opportunities across state partners.

2.5. Monitoring & Continuous Improvement (10%)

- Conducts quarterly internal compliance reviews.
- Performs operational risk assessments.
- Develops corrective action plans where needed.
- Prepares documentation for HUD monitoring visits.
- Recommends governance adjustments based on performance findings.

3. KNOWLEDGE REQUIRED

- Knowledge of federal grant regulations (2 CFR 200).
- Understanding of procurement and contract oversight standards.
- Knowledge of media governance and digital compliance best practices.
- Understanding of Fair Housing Act protections and civil rights compliance.
- Experience designing internal control frameworks.
- Ability to translate regulatory guidance into operational systems.

4. COMPLEXITY

The position requires balancing regulatory compliance, operational efficiency, and national media effectiveness across multiple jurisdictions. The incumbent must interpret federal guidance and design scalable systems that reduce organizational risk while maximizing outreach impact.

5. SCOPE AND EFFECT

Work directly impacts:

- HUD compliance standing

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- Funding sustainability
- Audit outcomes
- Vendor accountability
- National civil rights outreach effectiveness
- Organizational risk exposure

Failure to establish proper governance systems may result in monitoring findings, questioned costs, reputational risk, or funding loss.

6. SUPERVISORY CONTROLS

The incumbent operates with substantial independence in designing governance frameworks and operational systems. The Program Director provides overall objectives; the incumbent determines implementation strategy.

7. MINIMUM QUALIFICATIONS

- Bachelor's degree in Public Administration, Business Administration, Policy, Communications, Risk Management, or related field.
- 4–6 years experience in operations management, compliance oversight, vendor governance, or systems design.
- Demonstrated experience drafting SOPs and internal control documentation.

8. PREFERRED QUALIFICATIONS

- Experience with HUD grants.
- Experience overseeing multi-vendor digital campaigns.
- Knowledge of accessibility standards (ADA digital compliance).
- Experience in nonprofit compliance environments.
- Familiarity with performance dashboards and reporting tools.

9. WORK ENVIRONMENT

Hybrid/Remote. Travel up to 15% for HUD monitoring or national outreach events.

10. KEY COMPETENCIES

- Strategic thinking
- Regulatory interpretation
- Process engineering
- Risk analysis
- Governance design
- Vendor management
- Documentation rigor
- Cross-functional coordination