

FDA Staff Manual Guides, Volume I – Organizations and Functions

Department of Health and Human Services

Food and Drug Administration

Center for Devices and Radiological Health

Office of Communication, Information Disclosure, Training and Education

Office of Communication and Content Development

Division of Digital Communication and Marketing

Effective: January 22, 2024

1. Division of Digital Communication and Marketing (DCCEEC).

- A. Sets long-term vision for web management.
- B. Researches and consults on best practices for web communication.
- C. Researches and uses electronic methods of message dissemination including interactive social media.
- D. Designs and develops graphic media to facilitate internal and external communication.
- E. Serves as the Center for Devices and Radiological Health (CDRH) Web specialists. Coordinates and implements CDRH Web policies, implements the Food and Drug Administration (FDA) Web Content Management System, and maintains the internal and external website format and content.
- F. Develops and implement marketing and communication campaigns and strategies and monitors their success.
- G. Ensures CDRH communications comply with requirements of Section 508 of the Rehabilitation Act, in conjunction with the Americans with Disabilities Act.
- H. Researches and evaluates suitable multimedia communications for client and stakeholder needs such as Public Service Announcements, internal and external training video programs, live and on-demand webcasts, live remote telepresence for meetings, and satellite media tours.
- I. Collaborates with CDRH and FDA employees to produce communication products that meet FDA objectives, are medically and scientifically accurate, and are technically sound.

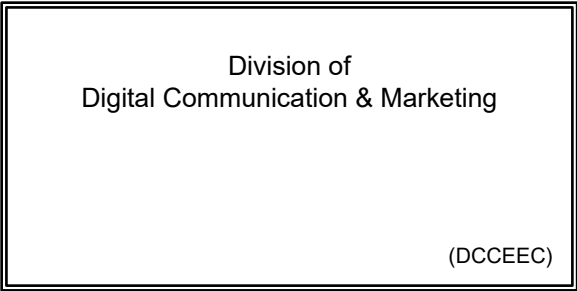
J. Provides design and execution of multimedia communication, including but not limited to videos, webcasts and podcasts and disseminates information and/or training to a variety of CDRH and FDA stakeholders.

K. Provides video services to the FDA and other federal agencies.

2. Authority and Effective Date.

The functional statements for the Division of Digital Communication and Marketing were approved by the Secretary of Health and Human Services on December 21, 2023, and effective on January 22, 2024.

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The following is the Department of Health and Human Services, Food and Drug Administration, Center for Devices and Radiological Health, Office of the Center Director, Office of Communication, Information Disclosure, Training and Education, Office of Communication and Content Development, Division of Digital Communication and Marketing organization structure depicting all the organizational structures reporting to the Director:

Division of Digital Communication and Marketing (DCCEEC)