



## Memorandum

**DATE:** March 04, 2014

**FROM:** Robert Clink, Acting Supervisory Executive Officer 

**SUBJECT:** Vacant Position: USAID Mali Development Outreach Communication Specialist

**TO:** All interested Candidates.

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**OPEN PERIOD:** **Wednesday, March 05, 2014 to Wednesday, March 19, 2014**  
**(5:00 p.m. Bamako time)**

**GRADE LEVEL:** **FSN PSC-11 (Starting basic salary per annum FCFA 11,041,502 to FCFA 17,114,330)**  
*(If an applicant does not meet all required qualifications for the position and is selected for the position, he/she may be hired at a lower grade than the position classification grade).*

**NUMBER OF POSITION:** **One (1) Vacancy**

The U.S. Agency for International Development is seeking a Development Outreach Communication Specialist for the Program Office.

### **Basic Function of Position**

The Development Outreach Communication Specialist (DOCS) (Specialist) reports to the Supervisory Program Officer and/or his/her designee, and collaborates closely with the Mission Director, Deputy Director, Development Objective (DO) Team Leaders, and implementing partners (IPs) to develop and implement the overall Mission communications strategy. The Specialist collaborates with the US Embassy Public Affairs Office (PAO) to ensure that Embassy personnel are properly apprised of USAID public activities and projects; and, serves as principal liaison with the USAID/Washington Bureau of Legislative and Public Affairs (LPA).

USAID/Mali Mission manages the USG development program in Mali, with a program budget (excluding humanitarian assistance) of approximately US \$95 to \$130 million per annum. The Mission portfolio includes a broad range of economic growth, democracy and governance, health, education, and peace and security activities. The Specialist supports the Mission in the achievement of its objectives by producing and disseminating public information about Mission programs/projects/activities in Mali, and educating and promoting a better understanding of USAID programs. The Specialist is responsible for collecting, investigating, managing, and distributing information associated with the USAID foreign assistance program in Mali, and serves as the primary Mission point of contact and liaison for information requests.



## **Major Duties and Responsibilities**

### **A. Communications Management and Strategic Planning – 60%**

The DOC Specialist is responsible for contributing to policies and procedures for Mission communications and outreach that clarify roles and responsibilities within USAID and with other Embassy sections and IPs, including templates for various communication tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. The Specialist assists in annual updates to the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with USAID managers and technical teams consistent with the Mission development strategy and the overall Embassy communications strategy. The Specialist leads in the design of public information products, ensuring that Mission communication products contain appropriate and consistent messages that support the approved Mission communications strategy; and, provides quality control on all print and electronic public information materials such as the external website, organizational brochures and information packets, and briefing books produced by the public relations contractor and other USAID staff.

1. Media Relations: The Specialist is responsible for Mission media activities; liaising with the US Embassy PAO Press Office to generate press coverage of USAID activities in Mali. The assignment includes arranging and preparing for press interviews, press conferences, briefings, tours of programs/projects/activities, and interaction with host-country and American journalists. The Specialist tracks USAID program/project/activity milestones and events to ensure that appropriate press coverage is provided; advises the Mission Front Office and staff on press outreach priorities, and whether coverage is culturally and politically appropriate; oversees and produces media materials (including news releases, backgrounders, and fact sheets) designed to inform editors and reporters of technical programs/projects/activities and their achievements; coordinates with technical offices and with the Embassy PAO to produce and release timely, accurate, and useful written material for the host-country and American media; and, advises and works with the PAO to expand opportunities for coverage of USAID efforts. The Specialist helps technical offices to define activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site locations for filming.

2. Public Events and Visitors: The Specialist plans and executes activities to present Mission programs to the public and to VIP visitors, including a range of communications tools and distribution to a variety of audiences. The Specialist prepares visits for high-level officials to highlight key USAID programs/projects/activities and strategies; and, provides or supervises advance work for planning, including scheduling, coordination with DO Teams (and other Embassy Sections as appropriate), and overseeing the production of briefing materials and trouble-shooting during VIP visits. For project site visits or events that involve the Ambassador, Deputy Chief of Mission, and/or the USAID Director or Deputy Director, the Specialist ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared, and meet quality standards and time requirements. The Specialist coordinates and consults with technical offices on program/project/activity signing ceremonies or other milestone events, including finalizing press releases and ensuring logistics are handled.

### **B. Publicity Materials – 40%**

The Specialist is responsible for the production of high-quality print and electronic communications products that translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both host-country and American. The Specialist is responsible for translating – including overseeing a translation contractor for lengthy documents - from French into English or from English into French (and occasionally into a local language) materials that pertain to a variety of technical and administrative subject matter, each of which requires a specialized vocabulary, and interprets from Bambara to English/French and vice versa. The Specialist serves as editorial director of all published and website materials, including information brochures, special publications, and the external USAID/Mali website; and oversees the work of the Program Information Management Specialist (PIMS) in producing graphic designs, written text, photographs and other outsourced products. The Specialist oversees and develops regular and specialized information materials for Washington opinion leaders and audiences, in coordination with the



Regional Bureau and LPA colleagues; travels to USAID program/project/activity sites throughout the host country and the region to interview beneficiaries and photograph programs/projects/activities for the USAID website and for news releases; serves as Mission PoC for Agency Branding Graphic Standards, within USAID/Mali and among partners; prepares and keeps current a packet of informational materials communicating Mission strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; ensures that public outreach products include people-oriented success stories that “tell our story” to external and internal audiences, and are politically and culturally appropriate; and, manages the external web site in coordination with the PIMS, ensuring that information is “fresh,” current, and inviting to browsers.

**Minimum Qualifications:** To be considered for this position, applicants must meet the minimum qualifications.

1. Mali Local resident at time of hire;
2. A Bachelor's of Arts Degree in journalism, public relations, communications, English, or a related field is required. An advanced degree in a related field is desired.
3. A minimum of five to seven years of progressively responsible experience in communications, public relations, or journalism, in an English-language work environment, is required. This experience should provide assurance that the DOC is skilled in disseminating information to a variety of target audiences. Previous work with the USG or another international development organization is highly desirable.

**Selection Factors:** To be considered for this position, applicants must meet the minimum qualifications noted above. For applicants meeting the minimum qualifications, further consideration and selection will be based on panel assessment of the selection factors listed below.

Applicants are required to address each of the selection criteria on a separate sheet describing specifically and accurately what experience, training, education, and/or awards or recognition they have received relevant to each criteria described below, and any related considerations. Be sure to include your name and the announcement number.

**Qualifications Required:**

- a. Education:** A Bachelor's of Arts Degree in journalism, public relations, communications, English, or a related field is required. An advanced degree in a related field is desired.
- b. Prior Work Experience:** A minimum of five to seven years of progressively responsible experience in communications, public relations, or journalism, in an English-language work environment, is required. This experience should provide assurance that the DOC is skilled in disseminating information to a variety of target audiences. Previous work with the USG or another international development organization is highly desirable.
- c. Language Proficiency:** Fluent (level 4) in English and in the primary local language(s), both written and oral, is required.
- d. General Knowledge:** The Specialist must have a thorough knowledge of the principles, methods, practices, and techniques of communication, and skill in applying such knowledge to develop written information materials for dissemination through a variety of media, in order to determine and effectively use the most appropriate means for transmitting information, and to evaluate the effectiveness of plans developed to communicate with targeted audiences. This includes an understanding of the use of written communication in developing news releases, feature stories, background statements, fact sheets, media spots, and scripts that effectively transmit information about complex USAID/Mali programs/projects/activities and functions. The work requires a solid understanding of websites; an excellent knowledge of English grammar and American word usage and spelling; a good knowledge of graphic design, printing, and publishing processes, and the ability to oversee printers and/or publishers; a



general understanding of procurement processes; and, a broad understanding of issues related to international development.

- e. **Skills and Abilities:** Work requires skill in developing and maintaining effective relationships with media representatives, and the public affairs personnel of organized groups, and in establishing and enhancing communication between USAID and its audiences using media and groups; skill in making oral presentations designed to seek cooperation of specialized groups and media in providing fuller coverage to USAID/Mali programs/projects/activities, and to encourage open communication between USAID/Mali and its audiences; and, skill in analyzing the effectiveness of communication plans once implemented, and developing recommendations to change the nature of the USAID/Mali public affairs program. The work requires excellent oral and written communications skills, including news and technical writing, editing, and research skills; strong organizational and project management skills, that may be applied within a multi-cultural work environment; and, the ability to work independently, taking initiative once guidance is provided, and managing several activities simultaneously and under pressure to meet deadlines. The Specialist must have strong interpersonal skills. The ability to establish and maintain collegial relations with press and media contacts, as well as Embassy and IP counterparts, and to exercise sound judgment in representing the USG is demanded, along with the ability to manage interactions with high-level dignitaries and officials with maturity and confidence. The ability to travel throughout the host country, in order to organize and implement outreach events and visit project sites, is a requirement of the position. Very good computer skills, including the use of MS Office, MS Outlook, MS PowerPoint, and Word are required. Very good photography and basic video making skills are also required. In addition, a basic familiarity with Web design, Dreamworks, Acrobat, and other page making software is highly desired.

**Maximum Evaluation Score 100 points.**

## POSITION ELEMENTS

- a. **Supervision Received:** The DOCS works under the general supervision of the USAID/Mali Supervisory Program Officer and/or his/her designee. The Supervisory Program Officer sets the overall assignment objectives, program emphasis, and resources available. The Specialist, in consultation with the Supervisory Program Officer, develops the nature of the communication plans, deadlines for implementation, and the various phases to be achieved. The Specialist, having developed expertise in carrying out the communications program, has continuing responsibility for independently planning and executing the various phases or stages of the plans, coordinating efforts with program specialists and the US Embassy PAO, and making contact with media and specialized group representatives. The Specialist resolves most of problems or conflicts that arise, consulting with the Supervisory Program Officer and/or the PAO where policy has not been established.

Completed work is reviewed by the Supervisory Program Officer for adherence to established policy, and meeting the expected goals of the communication plan.

- b. **Available Guidelines:** The Specialist must remain familiar with the USAID ADS, AIDAR, FAR, Handbooks, Mission Orders, USAID/Washington Bureau and LPA outreach guidance, and established USAID/Mali and Program Office procedures and regulations; and, media and communications papers prepared by USAID/Washington and the Department of State.
- c. **Exercise of Judgment:** Projects assigned to the Specialist include a variety of duties and processes requiring the exercise of extensive judgment; judgment is required in providing guidance to USAID technical teams, and to IPs and other contractors and grantees on USAID policies and procedures related to the Mission communications strategy, and to other mission USDH, USPSC, and FSN staffs. Independent judgment must be exercised on a broad range of communications and media issues and when meeting with media representatives, and with Government of Mali, NGO, and IP counterparts, and with other donors. The Specialist is expected to analyze situations and develop ways to resolve problems. The Specialist advises superiors in the Mission and the US Embassy on the implications of DOCS programs.



- d. Authority to Make Commitments:** The Specialist may make administrative arrangements consistent with ADS guidance and Mission policy, and take action and establish priorities based on available guidelines and professional judgment. Guidance is sought when needed, and superiors informed of activity status. Within the scope of the authority delegated, the Specialist negotiates outreach and communications activities with counterparts in the Mission and the US Embassy.
- e. Nature, Level and Purpose of Contacts:** The Specialist works closely with the Supervisory Program Officer and/or his/her designee who will oversee the Specialist's work as it relates to the USAID/Mali Communication Strategy. The Specialist coordinates closely with USAID/Mali Development Objective Teams, Team Leaders, Embassy and Consulate/Public Affairs personnel, mid- and senior-level officials of IPs, beneficiaries, host-country citizens, host-country NGOs, and host-country private-sector officials for the purpose of implementing the Mission Communications Strategy, and fulfilling Mission outreach goals. In many cases, the Specialist will represent USAID/Mali in these discussions.
- f. Supervision Exercised:** Formal supervision of other Program Office staff is not contemplated, but the DOCS will coordinate efforts of a USPSC reporting officer and the PIMS.
- g. Time Required to Perform Full Range of Duties after Entry into the Position:** One Year.

### **SELECTION PROCESS:**

It is essential that all candidates address the above minimum requirements in the application. Applicants must be eligible for appointment under host government laws and regulations.

### **ADDITIONAL SELECTION CRITERIA:**

Management will consider nepotism/conflict of interest, and budget implications in determining successful candidacy.

### **TO APPLY:**

Interested candidates for this position should submit the following documents:

1. A U.S. Federal Employment Form DS-174 found directly under the U.S. Embassy site <http://mali.usembassy.gov> available job opportunities.

**The DS-174 must be signed and those submitted unsigned will be rejected.**

2. A resume or curriculum vitae relevant to the position for which the applicant is applying;
3. A cover letter of not more than three (3) pages describing how the incumbent's skills and experience fit the requirements of the Development Outreach Communication Specialist position.
4. Applicants are required to provide three (3) to five (5) professional references with complete contact information including email address and telephone numbers. References should have knowledge of the candidate's ability to perform the duties set forth in the application and must not be family members or relatives.
5. Applicants must provide their full mailing address with telephone, facsimile numbers and email address and should retain for their records copies of all enclosures that accompany their submissions.

**All uncompleted applications will be rejected.**



**SUBMIT APPLICATION**

Human Resources Management Office - Email: [bamakohrmvacancies@usaid.gov](mailto:bamakohrmvacancies@usaid.gov)

Detailed Statement of duties and the qualification requirements for the position is available on the following websites:

<http://mali.usembassy.gov/job-opportunities.html> or <http://www.usaid.gov/mali/partnership-opportunities/local-vacancy>

**CLOSING DATE FOR THIS POSITION: March 19, 2014 (5:00 p.m. Bamako time)**

The US Mission in Mali provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.