



MEDIA AFFAIRS SPECIALIST

The U.S. Consulate General Melbourne is seeking an individual for the position of Media Affairs Specialist in the Public Affairs Section.

Salary: A\$83,550 p.a. pro-rata + superannuation benefits

Hours: Full time, 40hrs/week.

For further information and the selection criteria please refer to the [Duties and Responsibilities Statement](#).

Forward application letter, response to the selection criteria and resume to the Management Office U.S. Consulate General, 553 St Kilda Road, Melbourne, VIC 3004 by
APRIL 5, 2013.

Hand delivered applications cannot be accepted. Offers of employment are subject to medical and security clearances.

***Note:** Only short listed applicants will be contacted regarding the next phase of the selection process. To those applicants not short listed, we extend our appreciation for considering the US Government as a potential employer.*

The U.S. Government is an Equal Opportunity Employer and maintains a drug free work environment.

**POSITION TITLE:
MEDIA AFFAIRS SPECIALIST**

**POSITION GRADE LE- 9
(STARTING SALARY A\$83,550
PRO-RATA)**

DUTIES AND RESPONSIBILITIES

Basic Function of the Position

Under the supervision of the Public Affairs Officer, the Media Affairs Specialist (MAS) develops, implements and manages a variety of media affairs programs and public affairs activities for the districts/states of Victoria, South Australia, the Northern Territory and Tasmania. The incumbent is the Consulate General's principal point of contact for the media, maintains close relations with key media personalities and media organizations, identifies media trends, drafts press guidance and speeches, generates broad public affairs strategies, and provides advice on local engagement to both the Consulate and Embassy.

Major Duties and Responsibilities

GENERAL MEDIA AFFAIRS (45%)

- Identifies and maintains regular contact with senior editors, producers, columnists, broadcasters and journalists in the Post's district.
- Advises the Consul General (CG), Country Public Affairs Officer (CPAO), the Public Affairs Officer (PAO), official visitors and others as appropriate on the current thinking of these individuals and impact on future information and opinion trends.
- Counsels CG, PAO, and CPAO on appropriate media strategies related to the promotion of USG policies, contact development, and media outreach opportunities, and prepares reports to monitor outreach effectiveness.
- Arranges interviews, press conferences, TV/radio appearances and other media events for the Ambassador, CG, PAO, other Mission officers, visiting American speakers, USG officials and other newsworthy officials. This involves planning sessions with local media, briefing the newsmaker on current issues, possible questions, and post-program reporting. Generates interview transcripts when appropriate.
- Monitors the news, identifies trends and generates reports on those trends for the CG, PAO, CPAO and others.
- Responds to media inquiries regarding U.S. policies and Consulate General activities.
- Researches, writes & coordinates clearances on speeches for the Consul General and other consulate staff for Public Affairs events.

- Drafts and issues media releases and announcements for Consulate General and Mission programs and events, official visits and other activities of interest.
- Selects media to participate in Post and regional/Washington programs, including digital video conferences, speaker programs, press conferences and representational events, and reports on media outcomes.
- Identifies and cultivates emerging media personalities and journalists for growth opportunities and engagement.
- Nominates media personalities for appropriate USG sponsored exchange programs.
- Manages issue tracking, including monitoring public opinion as expressed via public contact with the Consulate General.
- Arranges Washington support for journalists and other media contacts seeking assistance while on assignment to the U.S.

SOCIAL MEDIA MANAGEMENT (15%)

- Oversees the Consulate social media properties and profile, including coordinating themes and tone of messaging.
- Coordinates submissions, revisions and updates for the Post's Internet site.
- Trains and advises Public Affairs and Consulate staff on use of social media. Serves as an adjunct trainer for regionally-based FSI IO and social media training.
- Monitors social media for public opinion and trends and issues management.

CONSULATE OUTREACH (30%)

- Develops, plans and supports regional outreach for the Ambassador, Consul General, PAO and other Mission Principals.
- Serves as Consulate's principal point of contact for Australian and US Defense Public Affairs elements in planning and executing complex public affairs program in support of joint military initiatives, defense visits, asset displays and ship visits, including media fly-outs, tours and representational events.
- Serves as Consulate's principal public engagement point of contact for the U.S.-Australian Force Posture Initiative implementation.
- Researches and procures specialized information and media services (e.g. photographers and other outside contractors) as necessary for Public Diplomacy programs.

SECTION MANAGEMENT (10%)

- Oversees the work of university interns assigned to the media affairs portfolio.
- Serves as Public Affairs Team lead in the absence of the PAO and Cultural Affairs Specialist.

QUALIFICATIONS REQUIRED AND SELECTION CRITERIA

All applicants must address each selection criterion detailed below with specific and comprehensive information supporting each item.

1. Completion of university degree in journalism, communications, political science, public relations or an arts degree is required.
2. Five years of progressively responsible experience in communications, public relations, journalism, is required.
3. Level 4 (Fluent) written and spoken English is required. This will be tested.
4. Must have a thorough knowledge of the Australian media environment and Australian media operations, and an understanding of international relations and key personalities in these fields. .
5. A thorough understanding of Australian and U.S. government, society, art, culture, education, and social and political processes supported by strong research skills is required.
6. Must have the ability to develop and maintain high-level contacts in the media and other key contact groups; organizational skills to plan and execute complex media programs; ability to speak and write persuasively in support of U.S. goals and policies.

NOTE: ALL ORDINARILY RESIDENT APPLICANTS MUST HAVE THE REQUIRED UNRESTRICTED WORK AND/OR RESIDENCY PERMITS WITH 12 MONTHS VALIDITY TO BE ELIGIBLE FOR CONSIDERATION.

SELECTION PROCESS

When fully qualified, U.S. Citizen Eligible Family Members (USEFMs) and U.S. Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed U.S. Citizen EFM's who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.
6. The candidate must be able to obtain and hold a Sensitive but Unclassified security clearance.

EFM's must have 12 months remaining at Post.

TO APPLY

Interested applicants for this position must submit the following for consideration of the application:

Universal Application for Employment as a Locally Employed Staff or Family Member (DS-174); or

A current resume or curriculum vitae that provides the same information found on the UAE (see Appendix B); or

A combination of both; i.e. Sections 1 -24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; plus

Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.

Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

SUBMIT APPLICATION TO

Management Office
U.S. Consulate General
Level 6, 553 St Kilda Road
Melbourne VIC 3004

THE DEADLINE FOR APPLICATIONS IS APRIL 5, 2013

The U.S. Mission in Australia 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.

U.S. Mission Australia maintains a drug free work environment.

Appendix

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE.

Failure to do so will result in an incomplete application.

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- H. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (Yes or No)
- J. Special Accommodations the Mission needs to provide
- K. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills
- R. Work Experience
- S. References