

Position Description for Cultural Affairs Specialist

BASIC FUNCTION OF POSITION

Under the supervision of the Cultural Affairs Officer (CAO), serves as the Public Diplomacy Section's Strategic Outreach Coordinator responsible for planning and conducting public diplomacy programs including American Studies and speakers programs; thematic planning, and also supports social media engagement.

The incumbent advances AIT's key priorities through programs aimed at engaging visiting American speakers, Mission speakers, and other programs in outreach in Taiwan. In consultation with Washington colleagues, the incumbent also oversees digital video conferences and official IIP speaker programs in Taiwan. The Strategic Outreach Coordinator works with his/her colleagues in the Public Diplomacy section; other USG agencies and organizations; high schools, universities, and the Taiwan authorities, to arrange for outreach programs on a wide range of topics to advance U.S. foreign policy goals in Taiwan.

MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

Speaker Outreach Coordinator

40%

- Research, plans, and conducts programs to strengthen relationships with key audiences through person-to-person outreach on priority mission issues and with thematic planning.
- Manages a work team to facilitate and implement related project and program activities. Based on the ICS and PDIP goals conceives, initiates, plans and coordinates lectures, seminars, Director-level outreach, post speaker programs, and similar programs.
 - Serves as liaison to the International Information Program (IIP) speakers including Digital Video Conferences in the fields of U.S. history, political science, international relations, U.S. foreign policy, U.S. defense policy, U.S. economics and trade policy, U.S. social and political processes, law and human rights, democracy, American literature and other fields of American studies.
 - Assesses specialization and qualifications of proposed speakers and develops primary and alternative projects to incorporate into PAS programming; contacts ministries and other offices and follows-up on proposals through informal channels and contacts.
 - Arranges and accompanies speakers to engagements in Taipei and throughout Taiwan; organizes social media and other outreach engagement as appropriate; may act as an informal interpreter.
 - Facilitates programs and appointments for American specialists (Target of Opportunity Speakers) visiting privately; identifies and recommends program support material, and coordinates with other AIT Sections for outreach engagements.

2. Program Support Including Grants

20%

- Drafts preparatory and evaluative memoranda, telegrams, letters and reports in English.
- Reviews and drafts grants in support of programs as Grants Officer Representative.

- Responsible for drafting of all materials related to conduct of programs for which responsible; prepares program reports in MAT; collects current information on events and activities of concern and interest to PAS and relates same to the promotion of activity plan objectives; coordinates programs with other AIT elements as appropriate, in particular with the Information Unit regarding media-related speaker/film programs, press releases and backgrounders as well as social media engagement.
- Writes comprehensive reports on events and activities to be distributed to AIT and Washington offices.
- Keeps current on the ongoing activities of Cultural Unit colleagues and assists in their functions during peak workloads or in their absence.

3. Coordinates the AIT Mission Speakers program. 15%

Provides program guidance and organization for post's Mission Speaker Program to include:

- Coordination with hosts and speakers.
- Responsible for updating the MSP materials and website.
- Collection and distribution of IIP and EduUSA materials at MSP events.
- MAT reporting and social media post drafting for each MSP program.
- Thank you letters and materials to speakers and hosts.

4. Social Media Engagement Outreach Coordination 15%

Expand social and traditional outreach engagement to offer U.S. views on areas of joint strategic concern, showing U.S. interest and support for the aspirations of the people of Taiwan as part of the Public Diplomacy Section's Social Media team.

- Amplify AIT and Department of State messages via social media campaigns and day to day posts.
- Develop Facebook posts and tools to build AIT's Facebook presence in line with the strategic plan by contributing thematic and programmatic content.
- Extend post driven speaker and theme content into social media including working with other AIT sections to develop social media content.

5. Serves as advisor to the Public Diplomacy Section 10%

- Advise on the social sciences/humanities academic/research community in Taiwan and maintains liaison with key academic individuals and organizations, including the American Studies-related institutions and think tanks.
- Advise on issues which lead to greater understanding of U.S policy with various Ministries, Universities, Think Tanks, the Judicial Yuan and other public and private organizations including NGOs. Coordinates outreach efforts with other concerned AIT elements.

QUALIFICATIONS REQUIRED

Education: University degree in the Public Relation, Communication, Liberal Arts, American Studies, International Relations, Foreign Language (English) or Education (English Education).

Prior Work Experience: Six years increasingly responsible experience working in areas activities such as journalism, college level teaching, academia, international affairs, cultural management, social media, outreach, public policy, public affairs, or public administration is required.

Post Entry Training: On-the-job training; training in use of office software; training on public diplomacy programs in the U.S., when eligible; professional development training opportunities.

Language Proficiency: Level IV English and Level IV standard Chinese are required.

Job Knowledge: In-depth knowledge of Taiwan’s cultural, academic, political, and NGO communities required; knowledge of related departments and faculties at major universities required; sophisticated understanding of social, cultural, political, economic and foreign policies of both Taiwan and the United States; should recognize, and preferable know, the leading figures in fields for which incumbent is responsible; knowledge and experience in managing social media platforms (Facebook) including an in-depth understanding of trends in digital engagement.

Skills and Abilities: Ability to communicate with and command respect from people at all levels in fields of responsibility; ability to work without immediate supervision. Experience in designing and implementing independent projects or social media campaigns.

POSITION ELEMENTS

Supervision Received: From the Cultural Affairs Officer.

Supervision Exercised: None

Available Guidelines: Guidelines consist of the AIT/PAS activity plan including the ICS and PDIP, various policy memoranda, procedures and guidance published by Department of State and accepted established PAS office procedures.

Exercise of Judgment: Program effectiveness within incumbent’s area of responsibility depends on judgment as to the feasibility of a given project re activity plan and potential “audience” acceptance. Incumbent’s judgment is also decisive in determining whether or not to seek a cosponsor and in determining the most appropriate audience. Strategic planning and advice are key elements for the position’s role in advising the Social Media Team on strategy and planning.

Authority to Make Commitments: After general approval for a program has been given, the incumbent has the authority to negotiate and enter into commitments with cosponsoring individuals and institutions, which commits the prestige and credibility of AIT and AIT/PAS among influential people. The position also serves as a Grants Officer Representative.

Nature, Level, and Purpose of Contacts: The incumbent must have a network of effective contacts at all levels within a wide range of organizations for discussion of the feasibility of proposed programs and to facilitate and conduct AIT/PAS programs.

Time Expected to Reach Full Performance Level: One year