



## **DIGITAL MEDIA SPECIALIST**

The U.S. Consulate General in Sydney is seeking eligible and qualified applicants for the position of Digital Media Specialist within the Public Affairs Section.

Salary: A\$76,846 p.a. + superannuation benefits

40 hours/per week

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

**Please note that incomplete applications will not be considered, so please review the how to apply instructions carefully.**

1. A Bachelor's degree in marketing, communications, public relations, international relations, journalism, humanities, or information technology is required.
2. Three years of professional experience in the fields of information technology, advertising, marketing, media/journalism, or public relations is required. At least two of those three years should include professional experience in IT, digital communications, social media engagement, or the application of digital media technologies.
3. Level 4 (Fluent) written and spoken English is required. This may be tested.
4. General working knowledge of Australia's political, economic, social, educational, and cultural structure; specialized familiarity with Australia's traditional and social media landscape and key leaders in the formation of public opinion is required. Basic familiarity with U.S. history, culture, and foreign policy is required.
5. Excellent interpersonal, written, and oral communication skills; ability to prioritize and administer multiple programs; organizational, problem solving, and time management skills are required.
6. Demonstrated ability to use Microsoft Office (Outlook, Word, Excel, PowerPoint); demonstrated professional ability with social media tools such as HootSuite, Twitter, Facebook, Instagram, and YouTube, as well as photography and video equipment is required.

For instructions on how to apply, please refer to the [duties and responsibilities statement](#).

Forward letter, response to the selection criteria and resume to the Human Resources Office at email [sydrecruitment@state.gov](mailto:sydrecruitment@state.gov) by **March 17, 2016**

Offers of employment are subject to medical and security clearances.

***Note:*** *Only short listed applicants will be contacted.*

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# Duties and Responsibilities Statement

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**POSITION TITLE: DIGITAL MEDIA SPECIALIST**

**POSITION GRADE LE- 8**

**(STARTING SALARY A\$76,846)**

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## DUTIES AND RESPONSIBILITIES

### Basic Function of the Position

Under the direct supervision of the Public Affairs Officer (PAO) at the U.S. Consulate General in Sydney and in close coordination with Sydney's Media Director and Embassy Canberra's media team, the Digital Media Specialist is responsible for sourcing and generating content for online media treatment; developing and implementing digital media strategies; and monitoring and interacting on official social media platforms in support of the Consulate's public diplomacy programs and events. The incumbent also serves as the Consulate General's official photographer and videographer for post's programs as well as USG high-level visits and provides training to U.S. Mission personnel on the basic use of social media tools for official purposes.

### Major Duties and Responsibilities

- 1) Serve as a member of the Mission Australia's social media team, working closely and collaboratively with Consulate Sydney Public Affairs and the Media/Social Media Teams at Embassy Canberra and Consulates Melbourne and Perth to devise social media strategy and develop and coordinate appropriate social media initiatives, campaigns and features, and contributing content (including photos, images, graphics, and video) for use in post/Mission social media initiatives. Work collaboratively with Media Director in Sydney and Electronic Media Coordinator (in Canberra) to ensure that the Consulate's online media platforms are curated with timely, innovative and attractive digital content appropriate to the Australian environment. (25%).
  - 2) Engage online audiences via social networking sites, forums, blogs, photo and video sharing sites, as well as official websites. Draft social media posts to highlight Mission accomplishments, engagement, programs, and policy priorities. Serve as the Consulate's community manager and first point of contact for all social media interaction, and reply to comments and questions in a reasonable time frame (at times outside business hours, as directed) in coordination with appropriate U.S. Mission and other USG stakeholders. (40%)
  - 3) Serve as Consulate General Sydney's official photographer/videographer and develop original content (video, imagery, text) for use on post's online media platforms. (10%)
  - 4) Monitor usage and gather statistics and on social media analytics from the platforms managed by the Consulate to prepare monthly reports and periodic
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analyses and contribute to U.S. Mission reporting on online engagement, and make recommendations to Consulate Sydney's PAO and Embassy Canberra's Information Officer (IO) on the implementation of U.S. Mission social media tactics and strategies. (10%).

- 5) Advise Consulate and Mission colleagues on how best to integrate social media into their official functions in Australia. Maintain skills and knowledge by build and maintaining contacts among "digital influencers" and Australia's internet technology and communications community. With support from the Media Director in Sydney and Electronic Media Coordinator in Canberra, provide periodic training for Mission personnel on the use of social media tools for official purposes. (15%)

### **SELECTION CRITERIA**

All applicants **must** address each selection criterion detailed below with specific and comprehensive information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

1. A Bachelor's degree in marketing, communications, public relations, international relations, journalism, humanities, or information technology is required.
2. Three years of professional experience in the fields of information technology, advertising, marketing, media/journalism, or public relations is required. At least two of those three years should include professional experience in IT, digital communications, social media engagement, or the application of digital media technologies.
3. Level 4 (Fluent) written and spoken English is required. This may be tested.
4. General working knowledge of Australia's political, economic, social, educational, and cultural structure; specialized familiarity with Australia's traditional and social media landscape and key leaders in the formation of public opinion is required. Basic familiarity with U.S. history, culture, and foreign policy is required.
5. Excellent interpersonal, written, and oral communication skills; ability to prioritize and administer multiple programs; organizational, problem solving, and time management skills are required.
6. Demonstrated ability to use Microsoft Office (Outlook, Word, Excel, PowerPoint); demonstrated professional ability with social media tools such as HootSuite, Twitter, Facebook, Instagram, and YouTube, as well as photography and video equipment is required.

## FOR FURTHER INFORMATION

The complete position description listing all duties and responsibilities may be obtained by contacting the Human Resources Office. Contact Marjolein Gerber at 02 9373 9112.

## SELECTION PROCESS

When qualified, applicants who are U.S. Citizen Eligible Family Members (USEFMs) and/or preference-eligible U.S. Veterans are given preference in hiring. Therefore, it is essential that these applicants make themselves known as having a hiring preference and specifically address the selection criteria above in the application.

## HIRING PREFERENCE ORDER

- (1) USEFM who is **ALSO** a preference-eligible U.S. Veteran
- (2) USEFM **OR** a preference-eligible U.S. Veteran
- (3) FS on LWOP

## ADDITIONAL SELECTION CRITERIA

1. Management may consider the following when determining successful candidacy: nepotism, conflict of interest, budget, and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.
4. The candidate must be able to obtain and hold a Sensitive But Unclassified security clearance.
5. Candidates who are EFMs, USEFMs, AEFM, or MOHs must have at least one year remaining on their sponsor's tour of duty to be considered eligible to apply for this position at the time of the announcement closing.

## HOW TO APPLY

You **must** explain how you meet **all** of the requirements of the vacant position. Only those candidates providing specific and comprehensive information supporting each of the essential selection criteria of the job advertisement will receive further consideration for the position. Your job application **must** consist of the following documents:

- ✓ Universal Application for Employment (UAE) (Form DS-174), which is available on our website or by contacting Human Resources. (See “For Further Information” above):
- ✓ A current resume or curriculum vitae and;
- ✓ A document addressing the selection criteria with specific and comprehensive information supporting each item,
- ✓ (If applicable) Candidates must provide evidence of their eligibility to work in Australia by providing a copy of their work visa or permit, or residency, and;
- ✓ **IMPORTANT:** Applicants claiming a U.S. Veteran’s preference **must** submit written documentation confirming eligibility (e.g., Member Copy 4 of Form DD-214, Letter from the Veteran’s Administration, or certification documenting eligibility under the VOW Act with an expected discharge no later than 120 days after the certification is submitted) by the closing date of the vacancy announcement. If the written documentation confirming eligibility is not received in the HR office by the closing date of the vacancy announcement, the U.S. Veteran’s preference will not be considered in the application process. Specific criteria for receiving a U.S. Veteran’s preference may be found in HR/OE’s Family Member Employment Policy (FMEP).
- ✓ Any U.S. Veteran who applies **must** also indicate whether they wish to invoke their preference.

### **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED**

You may also include any other documentation (e.g., essays, certificates, awards) in support of your application and in addition to the information provided above.

**ALL ORDINARILY RESIDENT (OR) APPLICANTS (See Appendix A for definition) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMIT WITH ONE YEAR WORK APPROVAL TO BE ELIGIBLE FOR CONSIDERATION.**

### **WHERE TO APPLY TO**

Human Resources Office  
U.S. Consulate General Sydney  
POC: Marjolein Gerber  
Email: [sydcruitment@state.gov](mailto:sydcruitment@state.gov)

### **EQUAL EMPLOYMENT OPPORTUNITY**

The U.S. Mission 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.

## Appendix A - DEFINITIONS

**Eligible Family Member (EFM):** An EFM for employment purposes is defined an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term “child” shall include, in addition to natural offspring, stepchild, adopted child, and a child under legal guardianship of employee, spouse, or same-sex domestic partner when such child is expected to be under legal guardianship until 21 years of age and when dependent upon and normally residing with the guardian; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

**U.S. Citizen Eligible Family Member (USEFM):** A USEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee’s post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; **or**
- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

**Appointment Eligible Family Member (AEFM):** An AEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**
- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does NOT currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

**Member of Household (MOH):** A MOH is an individual who meets **all** of the following criteria.

- A MOH is someone who accompanies or joins a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and
- A MOH must be officially declared to the COM by the sponsoring employee as part of his/her household; and
- A MOH is under COM authority;
- A MOH may include a parent, unmarried partner, other relative, or adult child;
- A MOH may or may not be a U.S. Citizen;
- A MOH is **not** an EFM;
- A MOH is **not** listed on the travel orders or approved Form F-126 of a sponsoring employee.

**Not Ordinarily Resident (NOR)** – An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

**Ordinarily Resident (OR)** – An individual who meets the following criteria:

- A citizen of the host country; or
- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.