



ELECTRONIC MEDIA COORDINATOR

An opportunity is available to work as an Electronic Media Coordinator within the Public Affairs Section at the U.S. Embassy, Canberra.

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

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

1. A Bachelor's degree in journalism, marketing, international relations, social sciences, humanities, computer sciences, or business is required.
2. Five years of progressively responsible experience in the fields of information technology, advertising, marketing, or public relations, two years of which will be professional experience applying new media technologies, is required.
3. Level 4 (Fluent) written and spoken English is required.
4. Skill in operating electronic programming equipment for video conferencing, microphones, audio mixers, amplifiers, speakers, audio recorders, mult boxes, cabling, video recorders, monitors, and photography and video equipment is required.
5. Excellent knowledge of Internet and social media technologies and issues is required.
6. Good knowledge of Australian political and social structures, media, and information systems is required.

For further information and the selection criteria please refer to the [duties and responsibilities statement](#).

Forward letter, response to the selection criteria, and resume to the Regional Human Resources Office, American Embassy, Moonah Place, Yarralumla, ACT 2600 or via email to: usaembrhro@state.gov by **January 9, 2015**

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

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

**POSITION TITLE: ELECTRONIC MEDIA
COORDINATOR**

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

DUTIES AND RESPONSIBILITIES

Basic Function of the Position

Under the overall supervision of the Information Officer (IO) and the immediate supervision of the Media Director, the Electronic Media Coordinator (EMC) is responsible for the management of Mission activities in all digital media spaces, including official websites, and social media platforms. Working in a collaborative fashion with other sections and agencies at the Consulates General and the Embassy, the EMC stays current on USG policy interests and leads the digital media team to accomplish public diplomacy and overall Mission strategic goals. Supporting other members of the Mission, the incumbent is the technical administrator of the Mission Information Resource Platform (MIRP) and oversees the feature evolution of this service, with input from all users.

Major Duties and Responsibilities

1. Mission online media coordination and analysis (50% of time)

Working under the direction of the Media Director and Information Officer, the incumbent is responsible for formulating Internet strategy, policy, and guidelines for the Mission, including both traditional websites and social media. Responsible for programming content, maintaining, and updating the Mission's Internet sites in close coordination with staff at the Consulates General in Sydney, Melbourne, and Perth. With direction from the Media Director, develops digital media strategies to disseminate and amplify Mission press releases, official speeches, and policy statements in support of Mission strategic goals. Works closely with the Digital Media Specialist to source and develop appropriate stories, photos, images, graphics, and video to ensure social media platforms are populated with well-planned, innovative and attractive content appropriate to the Australian media environment.

The EMC works with Embassy offices and agencies across the Mission to identify projects and priorities that would benefit from digital media support. Prepares a monthly summary/analysis of the Embassy's engagement via online platforms, including visitor statistics and demographic information. Collaborates with other staff on the preparation of public opinion reports to include social media engagement. Alerts Mission offices to feedback on USG policies received via Embassy social media platforms as trends develop.

2. Technical planner and liaison (10% of the time)

With guidance from the Media Director and in coordination with the IO, the EMC is responsible for determining electronic equipment requirements for Public Affairs Sections throughout the Mission. Working closely with colleagues in the Information Systems Center (ISC) and at the Consulates General, the incumbent ensures PAS staff have the best possible tools to accomplish their job. The EMC oversees the process and integrity of usage of portable media devices through auditing of the usage of devices.

3. Mission Information Resource Platform feature evolution (15% of time)

As the technical feature lead for the Mission Information Resource Platform (MIRP), the EMC manages the ongoing technical needs of the platform in conjunction with other stakeholders. The incumbent functions as the business analyst for MIRP and tracks bugs, feature requests, and the arising needs of the Mission to facilitate the ongoing revision of the platform. The EMC then liaises with software developers to deliver the proposed changes to MIRP and rollout for use.

4. Website content management (10%)

The EMC is responsible for the content and structure of the Mission's public Internet websites. As the focus of outreach is on other forms of digital media, the website serves largely as the official record for the Mission, including speeches, major events, and bilateral policy announcements. The incumbent coordinates with the website content managers for the Consulates General and provides them with limited technical support.

5. Electronic support for VIP visits and PAS events (15% of time)

Responsible for managing the overall electronic support for public affairs activities including media briefings, interviews, and speaking engagements for VIP visitors and program speakers. Serves as an official photographer or videographer at events as requested by the Front Office and other Embassy sections for Public Affairs purposes.

6. Other duties as assigned.

Selection Criteria

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

1. A Bachelor's degree in journalism, marketing, international relations, social sciences, humanities, computer sciences, or business is required.
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NOTE: ALL ORDINARILY RESIDENT APPLICANTS MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

SELECTION PROCESS

When fully qualified, US Citizen Eligible Family Members (USEFMs) and US 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 US Citizen EFMs 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.

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

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

Regional Human Resources Office
American Embassy
Moonah Place
YARRALUMLA ACT 2600

or via email to: usaembrhro@state.gov

THE DEADLINE FOR APPLICATIONS IS JANUARY 9, 2015

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.

US 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, provide 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