

13. Basic Function Of Position

The Social Media Assistant-Technical (SMA-T) SMA-T is part of the Public Affairs Section which includes two FSOs and seven Locally Employed Staff (LES). The SMA-T is part of the Media Unit which includes two other LEStaff and s/he reports to the Public Affairs Specialist (Media) and in the absence of the Public Affairs Specialist (Media) to the Deputy Public Affairs Officer (DPAO).

The Media Unit is responsible for the Mission's public image as projected through traditional media (newspaper, TV, radio) as well as the mission's virtual presence, including "new" media to include the internet and social media pages. The unit works together closely to design this image, project long-term approaches to presenting and explaining policy and program information, select appropriate platforms, and disseminate current messages.

The SMA-T serves as the mission's Webmaster with primary responsibility for the Mission's internet site, including overall design, frequent posting of current, relevant information, and day-to-day maintenance of information. The SMA-T supports the Media Unit to ensure similar service to other social media sites like Facebook and Twitter.

The SMA-T holds primary responsibility for the technical duties involved with PAS-related installation, maintenance, repair and operation of A/V equipment including sound and DVC equipment, and TVRO and CO.NX upkeep and programming during live events. The SMA-T is responsible for tracking, recording and distributing audio and/or video clips as necessary.

Webmaster: Internet and other social media**75%**

SMA-T maintains mission's internet homepage, and supports Media Unit's work on other social media sites. To ensure current information is available to the public as soon as possible, SMA-T actively pursues information within the PAS and wider Embassy community, the relevant U.S. Government sites (including but not limited to State, DoD, DHS, FBI), and related non-USG sites. Information is ideally posted within 24 hours of an event or receipt of request.

- **Researches and supplies content for internet and social media sites, including text, photos and video. Posts content in a timely manner on Embassy's internet website and, as necessary, on other social media sites.**
- **Designs, develops and edits content for all public sites. Coordinates with Media Unit and PAO on relevant themes and events.**
- **Monitors and advises on internet and social media trends. Actively pursues understanding of usage and relevance of social media in the Caribbean and world-wide. Monitors and reports on website and social media traffic for specific pages of interest.**
- **Advises the DPAO and PAO of new trends, hard- and software, platforms and other equipment. Tracks and updates hard- and soft-ware trends and needs; coordinates with Media Unit to plan and develop social media tools already in use; advises on development of future platforms or future needs.**
- **Serves as backup to the Public Affairs Specialist (Media) in the event that s/he is unable to absent or unable to perform duties due to illness or any other unforeseen circumstance.**

Photography/Videography**15%**

- **Operates all types of photographic equipment, including video equipment.**
- **Performs event photography for PAS programs and, with the permission of the PAO, specific events/visits hosted by other sections in the Embassy requiring photography coverage.**
- **Performs digital photographic work including digital processing, editing and printing.**
- **Manages video editing, to include computer based non-linear editing systems, software and digital assets. Records footage, creates graphics and animations, and exports well-compressed video for use on the Embassy's website and/or social media platforms.**

Programming**5%**

- **Supports Mission objectives by suggesting public diplomacy programs and events, and works with PAS colleagues to implement. This includes live or virtual speakers, educational or professional exchanges, lectures or workshops. When appropriate, works to identify and cooperate with local sponsors and partners, and to arrange media, logistical and other details as necessary.**

Other Duties**5%**

- **Tracks STATE offers for materials and suggests new or existing offerings for events. Maintains catalog of existing collection, posters and Abstracta equipment.**
- **Other duties as necessary.**

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15. Qualification Required For Effective Performance

a. Education

A university degree in information science, graphic design, communications, journalism, political science, international Affairs, or a related field is required. Experience across these fields is beneficial.

b. Prior Work Experience

Two to three years progressively responsible experience with social media platforms (internet, Facebook, etc.) including technical and content-based work. Some experience with A/V equipment.

c. Post Entry Training

FSNE training and regular training in electronic delivery systems and social media used by the U.S. Government. Follow-on training to keep abreast of new trends and developments in the United States that affect the internet, social media, web design, A/V technology, research sources and services using electronic-based formats.

d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (I,II,III) and specialization(sp/read)

List both English and host country language (s) proficiency requirements by level (II, II) and specialization (sp/read): FSI level V in reading, writing, and speaking English.

e. Job Knowledge

Excellent understanding of U.S. foreign policy objectives and Mission goals, and how to advance those through creative, proactive public diplomacy programming. Knowledge of current trends in social media and technology; technical and programmatic aspects of the internet and other social media, DVC equipment, and standard information science practices and procedures. Knowledge of internet use and emerging uses, and practical knowledge of webpage design.

f. Skills and Abilities

Ability to work proactively, both independently and within a team, to plan, coordinate and carry out multi-media PD programs. Ability to organize work load to ensure timely production of materials and implementation of programs. Ability to develop, maintain and use technical and creative skills; knowledge of U.S. goals and PD programs; and contacts in the United States and Eastern Caribbean to support the Mission. Ability to assess technological needs of PAS and colleagues and provide necessary service, or advise PAO of need. Ability to install and maintain all hard- and soft-ware associated with PD work.

16. Position Element

a. Supervision Received

Reports directly to the Public Affairs Specialist (Media) with general supervision from PAO and DPAO, but otherwise must function independently and within the Media Unit. Is expected to prioritize work, react to requests, and solve problems independently or to initiate contact with supervisors or colleagues for assistance.

b. Supervision Exercised

None.

c. Available Guidelines:

Mission planning documents; IIP and ECA guidelines; FAM and other DOS manuals; QDDR.

d. Exercise of Judgment

Must exercise considerable judgment to prioritize own work, to identify and/or draft appropriate material for social media platforms, to identify and advise on current trends in social media and hard- and soft-ware for PD work; and to develop and implement PD programs that support U.S. foreign policy and Mission goals.

e. Authority to Make Commitments

Can negotiate with contacts in order to procure material necessary for PD work in the Caribbean, however cannot make commitments without prior approval from PAO or DPAO. Has authority to use PD representational funds if necessary.

f. Nature, Level, and Purpose of Contacts

Given PD goals, all PAS staff must maintain current and extensive contacts at high levels of local society and government, ranging from Ministers and Permanent Secretaries to heads of local, national and international organizations, non-governmental organizations, and educational institutions, as well as cultural, civil society and religious leaders.

g. Time Expected to Reach Full Performance Level

One year.