INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST	2. AGENCY	3a. POSITION NO.
Gaborone	CDC	CDC 100150

3b. SUBJECT TO IDENTICAL POSITIONS? AGENCIES MAY SHOW THE NUMBER OF SUCH POSITIONS AUTHORIZED AND/OR ESTABLISHED AFTER THE "YES" BLOCK. ☐ **Yes** ☒ **No**

4. REASON FOR SUBMISSION

☒ a. Redescription of duties: This position replaces

Position No. CDC100 150 , (Title) (Series) 1 (Grade)

☐ b. New Position

☐ c. Other (explain)

5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date *(mm-dd-yyyy)*
a. Post Classification Authority	Senior Communications Specialist FSN-6105	11	CJF	12/10/2012
b. Other				
c. Proposed by Initiating Office	Senior Communications Officer			

6. POST TITLE POSITION (if different from official title)	**7. NAME OF EMPLOYEE**
8. OFFICE/SECTION Global AIDS Program	a. First Subdivision
b. Second Subdivision	c. Third Subdivision
9. This is a complete and accurate description of the duties and responsibilities of my position.	**10. This is a complete and accurate description of the duties and responsibilities of this position.**

Typed Name and Signature of Employee — Date(mm-dd-yyyy)

Typed Name and Signature of Supervisor — Date(mm-dd-yyyy)

11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position.

08-27-2012

Typed Name and Signature of Section Chief or Agency Head — Date(mm-dd-yyyy)

12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.

Typed Name and Signature of Admin or Human Resources Officer — Date(mm-dd-yyyy)

13. BASIC FUNCTION OF POSITION

As the lead communications officer, develop and implement a comprehensive communications program for CDC Botswana to promote public understanding of CDC programs and accomplishments

Plans and coordinates the dissemination of information relating to the organization's programs, objectives and functions through various media.

14. MAJOR DUTIES AND RESPONSIBILITIES **% OF TIME**

Write, prepare, edit and vet a broad range of written material, including: news releases, policy statements, talking points, fact sheets, video scripts, background material, bulletins, success stories and articles. Work with colleagues to develop their capacity to translate technical programs into human interest stories. Serves as the COR and oversees special communications contract services, defines the needs, monitors implementation and evaluates services and advises COTR on contract performance 50%

Develop communication plans by considering such items as specific topics or aspect to emphasize, the most effective media to use in communicating with intended audiences, and the kind of information various groups want or need, etc. Evaluates the impact and effectiveness of communication plans and advises management if efforts should be discontinued, emphasis changed or coverage expanded in improving communication between the organization and various audiences through media utilization. 15%

Lead the development, coordination, and maintenance of public affairs partnerships, with key groups such as the US Embassy public affairs office, communications staff of host government and partner organizations, and various media entities. Targets and services media markets with print, photographic and electronic materials in support of publicizing the CDC story. Represents CDC Botswana in related meetings with representatives of the host government, US embassy, and CDC headquarters. 15%

Perform the administrative and human resource management functions relative to the staff supervised. 15%

Other duties as assigned, such as participating in budget the process to ensure funds are requested and available for the communications program. 5%

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

a. Education:
Master's degree in communications, journalism, marketing, or a related field

b. Prior Work Experience:
5 years of experience working in a communications or public affairs environment

c. Post Entry Training:
Orientation to CDC, US Embassy, and PEPFAR public affairs strategies and techniques.
How to interact with the press, Contracting Officer Representative (COR) online course.

d. Language Proficiency: List both English and host country language(s) by level and specialization:
English: Level IV, fluency speaking, reading and writing
Setswana: Level IV, fluency speaking, reading and writing

e. Job Knowledges:
An in-depth understanding of overall communications principles, guidelines and procedures related to the management of public relations is required. Working knowledge of governmental protocols, procedures and public relations strategies. Working knowledge of the structure and functions of the Agency's role and function in support of the President's Emergency Plan for AIDS Relief (PEPFAR) is required. The job holder must also have a working knowledge of Botswana's health programs. Demonstrated in-depth understanding of computerized writing and graphics programssuch as Microsoft Publisher. Mastery of grammar, style, and layout, and ability to adapt style, manner of presentations, and format to the requirements of the audience

f. Skills and Abilities:
Excellent communication skills, both oral and written, are required, to include ability to clearly and concisely write a full

range of informational and promotional materials (e.g., brochures, fliers, press releases, announcements, reports, letters and other items as assigned) and the ability to speak to the press on programmatic matters. Ability to disseminate information to all levels of management and outside public, media, private or governmental agencies. Excellent inter-personal skills are required in order to coordinate with USG colleagues, partners, and host government representatives to ensure mutual cooperation. The ability to assess problems and develop realistic solutions is required. Ability to quickly and carefully translate technical legal language into understandable and easy to read written documents. Ability to manage the public relations needs of an organization. The ability to work effectively under the pressure of tight time frames and rigid deadlines is also considered essential. Intermediate user level of word processing, graphics, and spread sheets and databases is required. Keyboarding skills that include both speed and accuracy are required. Photography skills to capture the essence of program activities are also required.

16. POSITION ELEMENTS

a. Supervision Received:
Supervised by the CDC Associate Director for Management and Operations

b. Supervision Exercised:
Supervises one Communications Officer

c. Available Guidelines:
Section 508 Compliance Tips
CDC Style Guide
CDC Style Sheet for Communication Products
CDC Logo Usage and Process
US Embassy Gaborone, Media Policy

d. Exercise of Judgment:
Job holder has considerable latitude to manage the communications and public relations aspects of the overall program. This includes the ability to exercise change management of strategy and products that support a more accurate understanding and appreciation of CDC programs.

e. Authority to Make Commitments:
None.

f. Nature, Level and Purpose of Contacts:
Mission, inter-agency PEPFAR, and agency contacts at all levels for purposes of working within a team concept that ensures appropriate dissemination of program information and image of the organization. Host government and partner representatives to obtain information, arrange events, disseminate policy. Agency and OGAC workgroups to ensure compliance with communications requirements. Interaction with agency director level regarding press events, talking points, or responses to adverse media coverage. Cooperating/implementing partners at the mid to upper management level for similar purposes.

g. Time Expected to Reach Full Performance Level:
6 months