

## **POSITION: SOCIAL MEDIA ASSISTANT**

### **BASIC FUNCTION OF POSITION**

Under the supervision of the Assistant Public Affairs Officer, The Social Media Assistant (SMA) facilitates program content placed on existing Social Media platforms, such as Facebook, Twitter, YouTube and Flickr, as well as exploring new platforms to ensure maximum Social Media exposure for Mission Activities. The SMA is also responsible for overall graphic design for Embassy publications. The SMA will also assist the PAS Section with supporting press outreach activities and reporting about activities via the Mission Activity Tracker and the PAS highlights for Washington.

### **MAJOR DUTIES AND RESPONSIBILITIES**

1. Under the supervision of the APAO, coordinates photo/video recording of PD-related Mission events, then uploads photos and videos to the shared drive. Identifies photos and videos for use on the Embassy website, Facebook page and other Social Media platforms, creates posters and for other official purposes as needed. Coordinates with other sections to provide content for website and Facebook page. Helps develop unique, timely and interesting local language and English-language content in a wide variety of formats, including text, video, graphics and photos for posting online. **(40%)**
2. Takes responsibility for overall design and publication of graphic and written content for PAS. Routinely uses Pagemaker desk-top publishing system, Corel Draw, Adobe Photoshop, and a variety of other software tools to create content for pamphlets, invitations, flyers, brochures, posters, and online venues. Searches for relevant photos and graphics from copyright-free or cleared USG sources for use online and in print. Designs and prepares layout and camera-ready artwork for other post publications. **(30%)**
3. Along with Senior LES Information Assistant, helps organize press interviews, press conferences, press tours and other embassy-related media events. Submits reports to the Intranet-based Mission Activity Tracker (MAT) reporting system and takes photos and text on PD activities from the website and Social Media platforms for a PD newsletter, directed at a Washington readership. **(30%)**