

POSITION: Development Outreach and Communications Specialist

BASIC FUNCTION OF POSITION

The Development Outreach and Communications (DOC) Specialist provides outreach and communications support to USAID/Burma under the direct supervision of the Senior Development Outreach and Communications (S/DOC) Coordinator. Specifically, to serve as the primary point of contact for media and public information requests, to maintain social media accounts and the website, and to assist in the development and update of standard Mission communications products including fact sheets, social media and web content, as well as to work with the S/DOC to develop planning and tracking systems to meet the demands of the growing Mission. Effective written communications are absolutely critical to perform successfully in this position.

MAJOR DUTIES AND RESPONSIBILITIES

- 1. Press and Outreach** **50%**
 - a) Establishes and maintains liaison with representatives of the local media.
 - b) Monitors local and international press coverage for awareness of and attitudes towards U.S. foreign assistance in Burma. Coordinates with S/DOC, technical offices, and Embassy's press team to produce and release timely, accurate, and useful written information to local and international media. Works with S/DOC to expand opportunities to keep media abreast of USAID programs, which may include arranging interviews, briefings, and media tours of USAID projects.
 - c) In collaboration with the S/DOC, responds to inquiries from the general public, media, and other sources about USAID programs and projects.
 - d) Contributes to the drafting, translation oversight, and dissemination of fact sheets, press releases, newsletters, brochures, presentations, responses for requests for information, and all other public information materials relating to USAID/Burma's activities.
 - e) Maintains the outreach calendar and event planning tracker in close coordination with implementing partners and the Contracting Officers Representative (COR)/Agreement Officers Representative (AOR). Maintain a calendar of country and program profiles so that all information sheets are updated on an annual basis, sent to Washington, and posted on the USAID/Burma website.
 - f) Organizes and coordinates press events for USAID projects in conjunction with the S/DOC, USAID staff and implementing partners. This includes conferences, openings, and other ceremonies. Compiles and disseminates press packets; deals with protocol issues, site selection, staging, and logistical issues; identifies and schedules speakers; provides on-site coordination of media; follows up with media to ensure coverage of public events.
- 2. Digital Outreach (Social media, web, photo/video)** **40%**
 - a) Manages Mission social media and website accounts (drafts and translates content, posts new content regularly, maintains Facebook (FB) discussion chains, and produces analytic usage reports).
 - b) Photographs and/or shoots video of USAID events for the USAID and Embassy websites and for USAID/Burma archives. Designs and maintains a Mission photo library.

- c) Liaises with the U.S. Embassy's Public Affairs Office (PAO) to ensure consistency in U.S. Mission public messaging.

3. Organizational Support

10%

- a) Performs other DOC-related duties/activities that circumstances may dictate, such as: initiates and coordinates interviews with the Mission Director and other USAID personnel; writes stories for Frontlines and the Telling Our Story database; helps write talking points for the Mission Director and other personnel; in coordination with S/DOC trains USAID staff and implementing partners on the policy and procedures of development outreach and builds their capacity to implement future outreach.