



U. S. Department of State

INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

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

1. POST

Bogota

2. AGENCY

Department of State

3a. POSITION NO.

311001 A73032

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. Reclassification of duties: This position replaces
 (Position No.) (Title) (Series) (Grade)
- b. New Position
- c. Other (explain) _____

5. CLASSIFICATION ACTION

Position Title and Series Code

Grade

Initials

Date
(mm-dd-yy)

a. Post Classification Authority

Information Assistant,6105

FSN-8

b. Other

c. Proposed by Initiating Office

Visual Diplomacy Content Creator/ Graphic Designer

7. Name of Employee

8. Office/Section

Public Affairs Section (PAS)

a. First Subdivision

Press Section (INF)

b. Second Subdivision

Radio & TV (RAD/TV)

c. Third Subdivision

9. This is a complete and accurate description of the duties and responsibilities of my position.

Printed Name of Employee

Signature of Employee

Date (mm-dd-yyyy)

10. This is a complete and accurate description of the duties and responsibilities of this position.

Printed Name of Supervisor

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.

Printed Name of Chief or Agency Head

Signature of Chief or Agency Head

Date (mm-dd-yyyy)

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

Printed Name of Admin or Human Resources Officer

Signature of Admin or Human Resources Officer

Date (mm-dd-yyyy)

13. Basic Function Of Position

The incumbent designs multimedia campaigns in coordination with the Senior Information Specialist (SIS), Assistant Information Officer (AIO), and Information Officer (IO) that amplify the Mission's messages including television spots, photos, video, podcasts, graphics, infographics, and other digital content . Under the guidance of the SIS and the AIO, the incumbent produces original visual content for distribution through digital, audio, and visual platforms. Based on guidelines from the AIO and SIS, the incumbent coordinates the selection, adaptation, distribution, and placement of materials to outside audiences. The incumbent directly supervises the three members of PAS studio. She/he guides and reviews products produced by the studio.

14. Major Duties And Responsibilities

% OF TIME

100%

- Creates original graphic designs and digital art for the Mission's internet webpage and works with the Social Media Manager to determine its placement. Designs and creates digital content such as graphics, infographics, and "memes" among others. Designs multimedia campaigns. Coordinates content production and placement with other Mission stakeholders.
- Coordinating closely with the AIO and SIS, the incumbent produces original audio and visual content for placement on the Mission's internet website, other social media sites and local television/radio stations by directing the filming and editing of audio/video material and photos.
- The incumbent provides technical support for the implementation of Mission Public Diplomacy activities. The incumbent directs the production of professional videos for PAS implementation of Mission Public Diplomacy goals, special videos, and promotional videos fit for web posting and for placement on commercial television. The videos must have the professional quality required for broadcasting, including background music and, when applicable, must all include graphics, all in a professional manner. Coordinates the selection, adaptation, and placement of PAS studio materials.
- Supervises a total of 3 videographers/photographers/editors to ensure satisfactory completion of daily duties and special projects. Provides training as required, articulates Mission goals to the videographers/ photographers/editors and directs their work to capture images that will convert ideas into digital content needed to tell the story. In consultation with the SIS and AIO, prepares evaluations. Approves leave requests in coordination with the SIS and AIO.
- Understands production of digital materials, current filming and editing techniques and is able to execute well. Proactively keeps up-to-date with new technological trends in filming and editing through the use of online articles and contact with other practitioners in the field in order to ensure PAS digital products are competitive with commercial products in the marketplace

This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.

15. Qualifications Required For Effective Performance

- a. Education:**
University Degree in Audio-Visual Production, Liberal Arts, Journalism, Television Production, Visual Arts, Computer Engineer, Advertising, Communications or related field is required.
- b. Prior Work Experience:**
Two years of experience in journalism, television production, visual arts, advertising or related field are required including experience using computers and graphic design software. A minimum of one year of supervising personnel is required.
- c. Post Entry Training:**
The incumbent receives initial training on the tasks to be developed; periodic training on audio-visual equipment and computer programs that are upgraded and/or updated; local and overseas training (FSI) on social networks as a platform to produce and place in-house products; basic training on Mission computer programs. FSI training at a later date may include PY366 (Basic Principles of Video Technical and Visual Diplomacy Seminar) and PY362 (Visual Diplomacy: Photo and Video).
- d. Language Proficiency:**
English level 4 (fluent) is required. Spanish level 4 (fluent) is required.
- e. Knowledge:**
Must fully grasp the ICS; State Department policy guidance; Washington-based IIP and PA needs.
Must understand the audio-visual needs of the Mission in Colombia, as well as Public Diplomacy goals in Washington.

f. Skills and Abilities

- Must be able to read and understand directions and technical manuals in both English and Spanish.
- Must be able to identify and respond promptly to visual diplomacy problems and resolve them or bring the issues to resolution.
- Must be able to work independently in the organization of daily workload within broad outlines of responsibility.
- Must be able to adjust to changing priorities, respond to tight deadlines and short turnarounds and manage multiple tasks simultaneously in a fast-pace office environment.
- Must be able to resolve technical issues as they occur.
- Must be able to work independently in the organization of daily workload within broad outlines of responsibility.
- Must possess excellent knowledge of multimedia products, including but not limited to, Adobe Premiere Photoshop and Adobe Pro, Adobe Illustrator, Adobe Audition, Desktop Publishing Software suites, After Effects (animation), and AVID audio/video editing software on computer-based suite.

16. Position Elements

a. Supervision Received:

The incumbent is supervised by the Senior Information Specialist for Radio and Television (A73002).

b. Available Guidelines:

Mission Strategic Plan; State Department policy guidance; Washington – based IIP, PA, and VOA program specialist; DVC support manuals; guidance from PAO and CAO.

c. Exercise of Judgment:

Must be aware of Embassy goals and sensitive to U.S. foreign policy and public affairs concerns, as well as local media preferences, interests and sensitivities, in order to make responsible decisions on program selection, editing and distribution and to determine what local news merits attention of 10 and PAO. Is responsible for the determination of technical support for PA programming as well as for the content of the daily media monitoring report, which is distributed directly to Embassy and Washington staff. Designs and produces content for review for placement on Mission Internet webpage and distribution and to local commercial media contacts.

d. Authority to Make Commitments

No authority to make financial commitments. Makes independent decisions and determination on radio and TV material to be distributed to media outlets.

e. Nature, Level and Purpose of Contacts:

The incumbent's primary responsibility is to visually convey the Mission's priority messages to the public by combining video and photographic material for a high impact message. The incumbent will also engage working-level media contacts and practitioners in the field to stay abreast of accepted practices in the latest technology of filming and editing/graphic design and what is desired for a PAS digital product to be commercially placed. By doing so, the incumbent will make the Embassy's narrative more attractive to the Colombian public and will thus be in a position to guide perceptions of the Mission's work and U.S. foreign policy through exposure to these PAS digital products.

f. Supervision Exercised

Supervises a total of 3 videographers/photographers/editors to ensure satisfactory completion of daily duties and special projects. Provides training as required, articulates Mission goals to the videographers/ photographers/editors and directs their work to capture images that will convert ideas into digital content needed to tell the story. In consultation with the SIS and AIO, prepares evaluations. Approves leave requests in coordination with the SIS and AIO. Incumbent directs studio team in a daily basis, giving guidance to the videographers and photographers, giving and enforcing deadlines as he/she oversees the production of PAS digital products

g. Time Required to Perform Full Range of Duties after Entry into the Position

Three (3) months.