

BATUMI AMERICAN CORNER TECHNICAL SUPPORT AND SOCIAL MEDIA COORDINATOR

SUMMARY OF WORK

The American Corner of Batumi (BAC) is seeking an enthusiastic, highly motivated, and resourceful Technical Support and Social Media Coordinator to develop and coordinate the BAC's digital and interactive programs, under the general supervision of the American Corner Coordinator.

The primary mission of the Technical Support and Social Media Coordinator is to organize programs at the BAC that inspire visitors about America's embrace of technological innovation, digital communications, and social media for promoting increased understanding, peace and prosperity around the world. Reaching new audiences in the Batumi area and surrounding communities – through different digital communication and social media platforms – and empowering them with the benefits of digital information, digital communications, and digital creativity is another key mission of the Technical Support and Social Media Coordinator.

Located at the Batumi Public Library, the BAC is an American-style cultural center and cooperative learning environment whose purpose is to increase mutual understanding between the people of Georgia and the United States. The BAC pursues this goal through holding engaging programs and providing information resources about the United States to all of its visitors. The BAC also provides a venue for organizing events, roundtables, conferences, and informal gatherings, in both real and virtual space. The BAC also acts as a resource center for visitors to learn more about U.S. best practices in English Language learning teaching, leadership training, innovation and entrepreneurship, science and technology, inclusion of people with disabilities, and civic engagement.

The BAC offers programs and activities in five core areas: EducationUSA advising (about studying in the United States), English language learning, cultural and STEAM (science, technology, engineering, arts and math) programs, engagement with Georgian alumni who have studied or been on an exchange in the United States, and general information about the United States, American society, and the values and experiences of its diverse people. The BAC also offers important learning, collaborative, and communication resources, such as books, films, games, “Makerspace” equipment, and access to the Internet and web-based real-time communications.

Successful applicants are expected to demonstrate the ability to make and strengthen the BAC as a center of creative and collaborative engagement between young Georgians and Americans, a place where innovative and creative activities happen on a regular basis, and where visitors will feel comfortable, welcome, and motivated to learn about the United States, American society, and the American people.

Successful applicants will demonstrate the ability to install and maintain equipment as well as initiate on their own, and sustain, a wide range of activities that focus on technological innovation, digital communication, and social media programs – activities such as “Makerspace” programs where visitors to the BAC can cultivate STEAM (science, technology, engineering, arts and math) skills through hands-on learning experiences with innovative tools and equipment provided at the BAC. The BAC will provide regular programming in, and access to, creative and collaborative technology, such as 3D printers, robotics and electronics kits, video and music production tools, e-textiles and much more.

The Technical Support and Social Media Coordinator will be responsible for developing, leading, and improving programs primarily targeted at secondary school and university students and young professionals which help them acquire and improve technological innovation, digital communication, and social media skills necessary for success in their education and gainful employment in Georgia's evolving workforce.

This position is part-time (20 hours a week), including evenings and weekends. The U.S. Embassy located in Tbilisi will ensure the Assistant Coordinator is trained to fulfill the position's required duties; it will also review their performance to assess their suitability for continued employment at the BAC.

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PRIMARY RESPONSIBILITIES:

- Install, operate and maintain computer and digital equipment such as iPads, laptops, video and web cameras and 3D printer; set up equipment for interactive online programming using the Internet, webchat connections, and Wifi.
- Install and operate software on BAC equipment in support of program activities.
- Develop interactive and Internet-based events and outreach programs on various topics that reflect the BAC's mission and goals.
- Maintain and expand training for users of all of the BAC's digital, technological, and social media resources, including all aspects of user support and technical assistance, and conduct training workshops for different age groups.
- Manage BAC's presence on social networking sites, including Facebook, Twitter, Instagram and other similar networking sites. Develop content, monitor communications, and post BAC materials on networking sites. Conduct surveys, opinion polls and contests, and engage in discussions with audiences when appropriate.
- Monitor trends in social media tools and applications, and organize programming around these trends.
- Establish cooperation with the media and set up partnerships for media-related programming, particular programs that teach digital and/or citizen journalism and storytelling.
- Prepare and supervise the production of brochures, handouts, direct mail leaflets, promotional videos, photographs, films and podcasts, etc., ensuring compliance with the branding policy of American Corners as stipulated by the U.S. Department of State.

EDUCATION, QUALIFICATIONS AND PROFESSIONAL SKILLS

- High level of enthusiasm, motivation, and resourcefulness
- University degree in Communications, IT, or closely related field
- Excellent spoken and written English
- Excellent information research skills and creativity
- Extensive experience with online and digital technologies as well as social media networking platforms
- Ability to effectively troubleshoot and problem solve a variety of hardware and software, including ones that may be initially unfamiliar
- Excellent computer skills, including knowledge of Microsoft Office and the ability to use social media websites and platforms, electronic databases, and search engines
- Excellent communication and customer service skills, and desire to interact with patrons and visitors of all ages and backgrounds
- Flexibility and ability to work as part of a team, and work respectfully in a multi-cultural and diverse setting
- Ability to plan, organize and carry out a wide variety of programs that promote knowledge of the United States and American society, the BAC, and the BAC's wide range of technological, digital communication, and social media resources
- Ability to assess visitors' interests in topics related to the United States and the technological, digital communication, and social media resources of the BAC
- Enthusiasm for American culture and promoting cross-cultural understanding between Georgians, BAC visitors of other nationalities, and the American people

ADDITIONAL PREFERRED, BUT NOT MANDATORY, EXPERIENCE

- Participation in a U.S. State Department-sponsored exchange program to the United States
- English-language teaching experience (particularly with children/teenagers)
- Experience with digital photography, editing, and photo editing software programs

ANTICIPATED START DATE

February 1, 2016

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PERIOD OF PERFORMANCE

The performance period will be from February 1, 2016 to January 30, 2017.

ANTICIPATED SALARY

Part-time: \$6,600/year

HOW TO APPLY

Application

Cover letter, resume and the names and contact information for two references.

Please send all above materials by email, addressed to:

Keti Asatashvili, American Corners Coordinator
U.S. Embassy, Tbilisi
AsatashviliK@state.gov

Applications will be accepted until **January 14, 2016**.