

EMBASSY OF THE UNITED STATES OF AMERICA

CONAKRY - GUINEA

VACANCY ANNOUNCEMENT

Jim Nunno, Management Officer



ANNOUNCEMENT NUMBER: 2011-034

Open to: All interested Candidates
Position: Development Outreach & Communications Specialist
Grade: GS - 11
Opening Date: September 15, 2011
Closing Date: October 14, 2011
Work Hours: Full-time; 40 hours/week
Salary:
Annual Salary Range
(\$50,287.00 - \$65,371.00) p.a.

The U.S Mission in Conakry is seeking an individual for the position of Development Outreach & Communications Specialist for USAID.

APPLICATIONS WILL ONLY BE RECEIVED ON TUESDAYS AND THURSDAYS FROM 10:00 AM TO 12:00 PM.

A copy of the complete position description listing all the duties and responsibilities is available in the Human Resources Office (ext. 4298/4312/4178).

PLEASE NOTE THAT DUE TO THE HIGH NUMBER OF APPLICATIONS; ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED.

CLOSING DATE FOR THIS POSITION: October 14, 2011

A. BASIC FUNCTION OF POSITION:

This position is located in the Program Office (PO) at USAID/Guinea. The DOC Specialist reports to the Supervisory Program Officer, but will have extensive interaction with the Mission Director. S/he maintains regular contact and collaborates with the U.S.

Embassy Public Affairs Officer (PAO) to ensure that Embassy personnel, including senior staff, are properly apprised of USAID public activities and projects. S/he also serves as liaison with the Agency's Legislative and Public Affairs Bureau (LPA) in Washington (USAID/W).

The purpose of the position is to produce and disseminate public information about USAID's activities for Guinean, Sierra Leonean, and American consumption to educate and promote a better understanding of USAID programs. S/he has the broad responsibility of working with the Front Office, Program Officers for Guinea and Sierra Leone, Strategic Objective (SO) teams and partners to formulate and present public relations materials to target audiences that convey USAID and Mission's work and successes. S/he ensures that USAID sends out a clear message that all USAID-funded projects are paid for by U.S. tax money and, as such, are a gift from the American people. S/he is responsible for creating content for both the Guinea and Sierra Leone websites, and updating information periodically as necessary. In working with the Systems Office staff, s/he is also responsible for the smooth functioning of the website, and for conveying all updated information to USAID website management staff in AID/W for final publication on the server housed in Washington.

B. MAJOR DUTIES AND RESPONSIBILITIES:

a. Develop and Oversee the Implementation of a Communications and Outreach Strategy

- In consultation with the Mission Front Office, Supervisory Program Officer, technical teams, and Embassy Public Affairs Sections, develop communications and outreach strategies for Guinea and Sierra Leone that specify goals, messages, target audiences, tools, and budgets (i.e., for any publications, events).
- Lead and oversee the implementation of the strategies.

b. Collect and Develop Stories

Through consultations with technical teams, partners, the Supervisory Program Officer, and the Front Office, report Mission success stories, lessons learned, and other items of interest deriving from the implementation of Mission activities both in Guinea and in Sierra Leone. Specifically:

- Review partners' quarterly and annual reports to cull stories for publication (on the Mission website or other appropriate venues) and/or further investigation (through interviews of partner staff or site visits).
- Take the lead in establishing a system with partners for the timely submission of Mission events that should be covered.
- Conduct project site visits, including interviewing project workers and beneficiaries and taking photographs, to gather material for stories.
- Produce Mission success stories and other stories/articles reflecting Mission and/or project accomplishments, challenges and lessons learned.
- Provide stories for Mission reports, such as the annual Performance Plan and Report.
- Provide stories to Front Lines and the Telling Our Story database.

c. Produce and Manage USAID Public Information Materials

Design, develop, and disseminate (and archive) outreach materials to promote USAID programs to target audience and media, such as outreach folders and fact sheets, newsletters, brochures, maps, posters, photos and photo essays, video, and public service announcement campaigns for broadcast and print media. (as identified and budgeted for by the communications strategy).

- Prepare and maintain a standard information packet on the USAID/Guinea and Sierra Leone programs for briefings and for distribution to the public, the media, USAID/W, and the U.S. Embassy. Materials should include a standard folder with program briefers (e.g., Governing Justly & Democratically, Investing in People, etc.), and as needed, project briefers. Additional items could include project maps, a Mission brochure, etc.
- Prepare and update annually Country Profiles for Guinea and Sierra Leone for posting on the USAID/W website.
- Prepare and update a standard Mission PowerPoint presentation to be used to brief visitors, new employees, Embassy colleagues, etc.
- Establish a system for USAID/Guinea and Sierra Leone teams to draft, update and disseminate information on programs on a regular basis. Assist USAID staff and partners in developing appropriate public information materials, as appropriate.
- Ensure that all materials meet USAID branding guidance and requirements.
- Archive all briefers, presentations, articles, photos, and interview transcripts, etc., for possible future use or reference.
- Prepare draft speeches, briefers, and talking points in response to requests for information and taskers, as well as to prepare for events.
- Work with printers and graphic designers, as needed, to ensure smooth and high quality production, including managing printing to budget, specifications, and orders.
- Photograph USAID/Guinea and Sierra Leone's program activities and events
- Coordinate photo files online and in CD format, ensure compliance with copy rights regulations and photo releases, and oversee use of photos and video.

d. Develop and Maintain the Website

- Design and maintain informative, current and visually appealing websites for the USAID programs in Guinea and Sierra Leone. Post standard public information materials on the websites, as well as regularly post new content such as photos, speeches, information about project events, etc. Ensure that the websites meet Agency content and technical standards.
- Undertake a number of technical tasks to prepare stories and other information for inclusion on the website, including: developing, scanning and archiving of photos; manipulation of photos with scanning software, Adobe Photoshop and Image Ready software; and the layout of website pages.
- Work with Systems Office support to ensure proper storage of a working version of the website on a Windows platform within the Mission.
- Train FSN staff members to transfer pertinent skills directly related to the development and management of the USAID/Guinea website.
- Act as liaison with website specialists at LPA at AID/W, negotiating changes in the content and structure of the website.

e. Manage Events and Promote Media Coverage

- Encourage activities by USAID staff and partners that will raise the profile of USAID within the host country, such as public presentations of work in different sectors, and the use of public and international awareness days to promote messages related to development issues within the country.
- Develop relationships with journalists and encourage media coverage of events.
- Set up interviews or media appearances for Mission Director and others, in coordination with the Public Affairs Sections in Guinea and Sierra Leone.
- For site visits or events that involve the Ambassador, DCM, or USAID Director, work with technical teams to ensure that all information related to the events (e.g., backgrounders/scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.
- In conjunction with Embassy Public Affairs Section, Mission Director, technical teams and implementing partners, organize and coordinate press events for USAID projects, such as inaugurations, ribbon-cutting, and completion of projects, including writing press releases, organizing background briefings for media, compiling and disseminating press packets, dealing with protocol issues, site selection, logistical issues, liaison with U.S. and local government officials, and on-site coordination of media.
- Maintain a calendar of USAID public diplomacy events in close coordination with implementing partners and the Contracting Officer's Technical Representative.
- Monitor local and international press coverage and awareness of USAID programs and monitor effectiveness of the communications strategy. Provide feedback to inform ongoing activities and future programming.

f. Respond to Information Requests

- In collaboration with and under the guidance of the Public Affairs Officers in Guinea and Sierra Leone, serve as the principal USAID contact for representatives of the local and international media in Guinea and Sierra Leone to promote stories on USAID programs. As appropriate, organize media tours and facilitate contacts among members of the media and USAID implementers to encourage in-depth coverage of USAID programs in the local and international media.
- Promptly answer and/or direct all inquiries related to the USAID/Guinea and Sierra Leone programs, including requests from writers and editors for updated texts and/or high-quality photos to be used in print publications in USAID/W offices, interested parties in the donor community, professional journals, or for other websites, as appropriate.
- Answer or direct appropriately all inquiries from other USAID missions overseas and USAID/W, as well as questions asked by the general public.

g. Edit Mission Documents

Contribute as a writer and editor to the periodic production of all priority Mission documents, including the Operational Plan and Performance Plan and Report, and other Mission-wide concerns such as briefing books, handouts and other public relations materials.

h. Ensure Compliance with USAID Branding and Communications Standards

- Provide clear guidance to USAID staff and partners with regard to USAID promotional communications strategies and procedures, including the correct use of the USAID brand mark on all development materials created by partners.
- Provide training workshops on branding requirements, as needed.
- Keep abreast of and apply as appropriate the latest development and requirements in development communications at USSAID.

Willingness to Travel:

The incumbent must be willing to travel extensively and frequently (up to 25%) in Guinea and in Sierra Leone.

C. QUALIFICATIONS AND SELECTION CRITERIA:

- Education (20 Points): A Bachelor's degree in information management, public relations or computer science is required; an advanced university degree in a relevant field is a plus.
- Experience (35 points): (1) At least three years of progressively responsible experience in international development, journalistic writing, public relations and/or website management is required.
- Knowledge, Skills and Abilities (30 points): Ability to use computers proficiently, particularly word-processing, and Internet applications is required. Ability to develop and maintain websites, and knowledge of html editing and the Java scripting language. The candidate must have strong interpersonal and communications skills and be able to develop and maintain good working relationships with AID/W and host country projects beneficiaries. Must be comfortable working independently, managing several activities at once, and working under pressure to meet very short deadlines. Strong writing skills are essential.
- Language (15 points): Excellent written and oral English communication skills are required as approximately 60 percent of all oral work activities, 95 percent of all written work, and 50 percent of materials that require reading will be in English. The remainder will largely be in French.

D. WORKING ENVIRONMENT:

Work is primarily performed in an office setting, but frequent In-country & occasional international travel is required.

E. START DATE: To be determined.

F. POINT OF CONTACT: See last page.

G. APPLYING:

Qualified individuals are requested to submit:

A U.S. Government Optional Form 612 (available at the USAID website, http://www.usaid.gov/procurement_bus_opp/procurement/forms or internet <http://fillform.gsa.gov>, or at Federal offices); (ii) a most current curriculum vitae (CV) or resume; and (iii) three references, who are not family members or relatives, together with working telephone and email contacts. (iv) a cover letter (3 pages maximum) addressing how they meet the required qualifications for this position (see Qualification section of this Solicitation). Each of the expected qualifications should be addressed in the cover letter. Applicants are reminded and required to sign the certification at the end of the OF-612 or DS 174. **Unsigned applications shall NOT be considered.**

Applications must be received by the closing date and time at the address specified in the cover letter.

To ensure consideration of applications for the intended position, please reference the solicitation number on your application, and as the subject line in any cover letter. The highest ranking applicants may be selected for an interview.

Applicants should retain for their records copies of all enclosures which accompany their applications.

H. BENEFITS:

This is a local hire position, as such no offshore benefits will be provided.

As a matter of policy, and as appropriate, a resident PSC is normally authorized the following benefits:

- Employee's FICA Contribution
- Contribution toward Health & Life Insurance
- Pay Comparability Adjustment
- Annual Increase
- Eligibility for Worker's Compensation
- Annual and Sick Leave

* Standardized Regulations (Government Civilians Foreign Areas).

FEDERAL TAXES: USPSCs are required to pay Federal Income Taxes, FICA, and Medicare.

Note: The selected individual must be eligible for a U.S. government security clearance and obtain a full medical clearance for service.

CLOSING DATE FOR THIS POSITION: October 14, 2011

The US Mission in Conakry provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

I. SUBMISSION REQUIREMENTS

Applicants should pick-up and submit DS-174 forms in an envelope provided by the Human Resources Office to the Receptionist at US Embassy along with a copy of their Curriculum Vitae and supporting documentation. **DO NOT SUBMIT ORIGINALS, AS THEY WILL NOT BE RETURNED.** All DS-174 forms must be completed and signed. To be considered for the position, applications must be submitted before close of business, on the closing date of this announcement.

SUBMIT APPLICATION TO:

Human Resources Office
Attention: Management Officer
B.P. 603

Point of Contact:

American Embassy Receptionist
Telephone: 65 10 40 00
Fax: 30 42 08 73