

POSITION DESCRIPTION: PUBLIC AFFAIRS ASSISTANT – NEW MEDIA

This document lists the major duties and responsibilities of the Public Affairs Assistant-New Media.

MAJOR DUTIES AND RESPONSIBILITIES

1. SOCIAL MEDIA

Develops and manages social media strategy and embassy's e-voice. Communicates e-voice via website and social media platforms, including but not limited to Facebook, blogs, Twitter, YouTube, and Flickr. Conceives and executes programs and develops material. Updates social media sites and increases audience pool. Organizes web chats, webinars, online discussions, and other social/electronic media outreach. Tracks usage.

2. MEDIA / INFORMATION

Monitors social media usage in country, including but not limited to blogs and Facebook. Assists Public Affairs Assistant/Media with media tasks and conducts translations of media items. Serves as back up to the Public Affairs Assistant/Media including giving daily press briefings. Responds to info requests from general and target PD audiences as well as Mission staff, using full range of information resources. Compiles PD evaluation reports.

3. AUDIOVISUAL

Serves as photographer, videographer, web content manager, graphic designer, and photo media programmer. Produces videos and promotional materials.

4. Performs other duties as assigned