

VACANCY ANNOUNCEMENT

SOLICITATION NUMBER: USAID/Jordan-EXO-13-002

OPEN TO: All interested candidates

POSITION: AID Development Program Specialist-
Social Media and Web Development
Office of Program Management

OPENING DATE: January 31, 2013

CLOSING DATE: February 13, 2013

WORK HOURS: Full-time; 40 hours/week

SALARY: (Min. JD11,957 – Max. JD19,731) Annual Basic
Position Grade Level 9

PLACE OF PERFORMANCE: Amman, Jordan

USAID/Jordan has an immediate vacancy for AID Development Program Specialist-Social Media and Web Development for the Office of Program Management (OPM). This is a Personal Services Contract (PSC) position, grade FSN-09. The work schedule is 40 hours per week. The salary level of the selected candidate will be determined based on meeting the required qualifications and documented previous salary history. The qualified selected candidate(s) may be employed at a trainee level until reaching the position's full performance level.

Applicants who do not meet the minimum number of years of experience may also be considered only after it is determined that there are no other qualified candidates. Should such an applicant be chosen for the position, the starting salary will be set at a trainee level. Trainee-level appointments will require the employee to work for a certain period of time before the employee is eligible for the FSN-09 level.

USAID/Jordan may select more than one candidate with this solicitation.

Basic Function:

The Social Media and Web Development Specialist takes the lead to develop, oversee, and implement the Mission's use of social media (e.g., Facebook and Twitter) and the World Wide Web as tools for public outreach. This includes conceptualizing an overarching strategy for use of these media platforms, designing sites, coordinating the compilation of content, editing text, collecting photos and videos, and determining strategies for extending reach. S/he will be an active member of the Mission's Outreach and Communication Team and the Embassy's interdepartmental Social Media Working

Group. A significant part of the position will entail coordinating the process of updating the social media tools within the Mission and across our implementing partners, and providing necessary training to ensure that the potential of using social media as a means of informing a broad spectrum of stakeholders about USAID's work in Jordan is achieved.

Major Responsibilities:

Digital Engagement through Social Media:

The Specialist will manage all aspects of USAID's online outreach activities. As directed, s/he will actively lead USAID's social media/social networking initiatives, including developing and posting new entries onto sites such as Facebook, Twitter, YouTube, Flickr, and blogs, as well as any other new and emerging technologies that may be in use. S/he will also be an active participant in the Embassy's interdepartmental Social Media Working Group, and will ensure that USAID is well integrated into and supportive of broader Embassy public outreach initiatives. In addition, the Specialist will assist with technical production of podcasting and/or video casting efforts and posting online.

The Specialist will support a broad range of electronic and social media platform functions, with emphasis on digital advocacy and outreach. Working with Mission staff, s/he will use web-based information dissemination and communication tools and technologies to reach and engage target audiences interested in USAID programs. This will entail researching possible content, recommending and compiling new materials for use in social media and digital outreach efforts and moderating interaction with self-selected audiences wishing to contact, query, or otherwise engage the Mission. The position also entails assessing the effectiveness of USAID's online media tools and making necessary adjustments to improve overall efforts.

Website Management:

USAID/Jordan is a large Mission with about 70 projects underway at any one time. Sourcing, organizing, and presenting information about USAID's portfolio through the website in a compelling way is a critical part of this position. The incumbent will manage and maintain the Mission's external website, including posting new updates, sourcing and organizing a wide range of content, scanning the site to ensure it is accurate and updated, performing edits as required, and assisting with any other required website functions. This person will also ensure that the site is linked to all other relevant websites, including those of partners, and that feeds are established with important audiences. Additionally, the incumbent will be responsible for ensuring that the homepage is interesting and attractive to target audiences. To accomplish the above, the Specialist will need to have interpersonal skills to coordinate with the Mission's website development agency and communications agency, USAID IT staff at post and in Washington, USAID technical staff, implementing partners, and others.

As part of website-related responsibilities, the Specialist will manage the collection of information for a database of USAID contacts that will be used for mailing of newsletters and other targeted distributions. This effort will include ensuring that the database

entries are accurate and updated and drafting engaging e-mails to target audiences. Follow up on returned or undelivered messages will be critical to ascertain correct contact information or deletion of the individual from the database. S/he will scout news sources for possible new invitees to the receive information about USAID activities in Jordan.

Training/Coordination of Mission Staff:

The Specialist will conduct quarterly training for Mission staff on web and social media content/posting procedures/etc., with the goal of further engaging staff in online communication efforts. In addition, s/he will meet routinely with USAID's implementing partners to improve their efforts to provide social media and website content. S/he will contribute to ongoing research by the Mission's Outreach and Communications Team. In addition, s/he will be expected to stay abreast of technological developments to keep USAID's online and social media efforts state of the art. As such, s/he will need to read appropriate literature and attend conferences, USAID trainings, and workshops, as appropriate, on new and emerging information and communications technologies to assess and keep abreast of which social media tools are most prevalent and popular among our target audiences. As a member of the Mission's Outreach and Communication's Team, there may be other complementary work that the Specialist will be expected to become familiar with or support.

Minimum Qualification Criteria:

In order to qualify for the position above, the applicant must meet all of the following criteria, clearly demonstrated in the curriculum vitae (CV) or cover letter. Applicants must address each criterion with specific and comprehensive information supporting each item. If the application submission fails to demonstrate eligibility, the application will be marked unqualified. It is the responsibility of the applicant to provide all pertinent information. All documents written in Arabic must be translated into English, and both the Arabic and English documents submitted.

Qualification Criteria:

1. Bachelor's degree in Marketing, Information Technology, Journalism, Public Relations, Communications, Media, or Business Administration is required. **Supporting documentation (i.e. a copy of bachelor's degree diploma) must be included in the application for eligibility purposes.**
2. Three years of progressively responsible and relevant professional experience in IT, communications, public relations/outreach, or journalism is required, especially related to content drafting, web mastering, and use of Facebook, Twitter, and other forms of social media required.
3. Level IV in both written and spoken English and Arabic is required. At Level IV an employee is required to possess a high degree of proficiency in both written and spoken English, including the ability to translate the host country language into precise and correct English, and English into the applicable foreign language. On occasion, an employee at this level might be expected to act as an

interpreter in situations where considerable importance attaches to proper word meaning. English proficiency will be tested. A score of 785 on the TOEIC exam (Listening & Reading components only) or 590 is for the TOEFL ITP exam or 96 for the TOEFL iBT are acceptable. Examination scores have to have been recorded within the last six months; or the candidate will be tested again.

4. Skills & Abilities:

- a. Must have demonstrated the ability to develop and maintain effective relationships and in establishing and enhancing communication with a variety of stakeholders.
- b. Must have demonstrated the skill to analyze the effectiveness of communication plans and tools implemented. Must have the demonstrated ability to maintain a database.
- c. Must have demonstrated experience in developing work process and providing training to others.
- d. Must have the ability to work independently and within a team. Must have the ability to take initiative. Must have the ability to manage several tasks simultaneously and under pressure to meet deadlines. Must have strong teamwork skills, interpersonal skills, project management skills, and the ability to function within a multi-cultural and fast paced work environment.
- e. Must have demonstrated advanced computer skills in specialized software, including Windows 2003, the Microsoft Office Suite, word processing and spreadsheets. Must have demonstrated ability to navigate and research the Internet. Must have familiarity with page-making software, e.g. WordPress, DreamWorks, Acrobat, SharePoint and Photoshop.

Selection Process:

Applications will be initially screened for eligibility in accordance with the qualification criteria above. Applicants must address each criterion in their application in order to meet the minimum qualifications for this position. Top-ranked candidates who meet the minimum qualification criteria will be given an English test. Applicants with passing marks will be given a technical test. The technical test will be on any of the criteria previously mentioned and top-ranked applicants will be invited for an interview. Testing and interviewing will be conducted in Amman, Jordan. USAID will screen for nepotism/conflict of interest in determining successful candidacy. Current internal Mission employees must have completed 52 weeks of employment in their current position before being eligible to apply. Current internal Mission employees serving a probationary period are not eligible to apply.

Interested applicants for this position should submit the below listed forms electronically to: Email: usaidemployment@state.gov

- A. Complete Universal Application for Employment (DS-0174); plus

- B. A current resume or curriculum vitae; plus
- C. Any other documentation (e.g., certificates, awards, copies of degrees earned) that address the qualification criteria of the position as listed above. All documentation must be translated into English.

Note: Application forms can be accessed from the Embassy web site:
http://jordan.usembassy.gov/job_opportunities.html

Benefits and Allowances:

As a matter of policy, and as appropriate, a Foreign Service Personal Service Contract holder is normally authorized the following benefits and allowances:

- Transportation & Miscellaneous Allowances
- 13th & 14th Month Bonuses
- Jordanian Social Security
- Mission Provident Fund Program
- Medical Insurance (Employee & Family)
- Life Insurance (Employee only)

Point of Contact:

Point of Contact: Questions may be directed to the Human Resources office, USAID/Jordan, Tel: 5906000 ext. 6605/6117.