INTERAGENCY FOREIGN SERVICE NATIONAL EMPLOYEE POSITION DESCRIPTION

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

1. POST	2. AGENCY	3a. POSITION NO.
Mexico City	Department of State	A73-006

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. A73-006 , Information Assistant (Title) 6105 (Series) 8 (Grade)

☐ b. New Position

☐ c. Other (explain) Changes in duties and responsibilities

5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date (mm-dd-yy)
a. Post Classification Authority HR/MEXICO CITY	Information Assistant FSN-6105-9	FSN-9	elm	12-04-12
b. Other				
c. Proposed by Initiating Office				

6. POST TITLE POSITION (if different from official title)	7. NAME OF EMPLOYEE Feddersen, Lorenz Gabriel
8. OFFICE/SECTION AmEmbassy Mexico Public Affairs Section	a. First Subdivision Information Section
b. Second Subdivision	c. Third Subdivision

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

Typed Name and Signature of Employee — Date(mm-dd-yy)

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

Typed Name and Signature of Local Supervisor — Date(mm-dd-yy)

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.

Typed Name and Signature of American Supervisor — Date(mm-dd-yy)

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.

Typed Name and Signature of Human Resources Officer — Date(mm-dd-yy)

13. BASIC FUNCTION OF POSITION

As an FSN in the Information Section, serves as the primary analyst on trends in Mexican media and public opinion, maintains a database of media material on articles and programs where issues of importance to the mission are discussed, and has primary responsibility for identifying and maintaining personal contact with selected Mexican op-ed writers and commentators and other figures in Mexican society who shape public opinion for the purpose of advising PAO, IO and others on appropriate public diplomacy campaigns to effectively present the U.S. points of view. Assists in preparing, translating and transmitting press releases, opinion pieces, facebook entries, tweets, and other written materials for publication under the Ambassador and PAO's signature, including taking photographs and coordinating with Mexican Government Ministries to obtain their consent.

14. MAJOR DUTIES AND RESPONSIBILITIES **% OF TIME**

Plays key role as team member preparing and transmitting press releases, opinion pieces, Facebook entries, Twitter feeds, Blog Entries, and numerous daily written and graphic materials for publication under the Ambassador and PAO's signature; translates and edits important policy-related documents from English to Spanish and vice versa, advising on style and nuanced language. Serves as one of the section's principal photographers at public events involving the Ambassador, high level visitors, and other mission elements to enhance the public's understanding of USG engagement in Mexico, including using all social media tools to disseminate. Responsible for posting material to mission website in the absence of primary Web Master.

40%

Has significant responsibility for identifying and maintaining personal contact with selected Mexican op-ed writers, commentators, pollsters, and other figures in Mexican society who shape public opinion, for the purpose of advising the PAO, IO and others on appropriate public diplomacy campaigns to effectively present the U.S. points of view. These contacts include: a) those in Mexico who track and analyze public opinion, including experts in polling and market research firms, government officials responsible for tracking public opinion, academics and those in the media who specialize in public opinion research; b) institutions, both public and private, that are engaged in public policy debate, including university departments, private think tanks and other non-governmental organizations. Responsible for identifying, developing, and maintaining relationships with direct GOM Social Communications offices at all levels for the purpose of securing access to sites and material for use in public communiqués. Develops and maintains the Press Section's contact and outreach system in a manner that enables the section to reach targeted audiences with timely information in a manner that can help inform and mould public opinion about the U.S. in Mexico.

20%

As the Information Section's primary analyst on trends in Mexican media and public opinion, incumbent maintains a database of articles and programs where issues of importance to the mission are discussed. Using this database and other resources, evaluates trends in the Mexican print media, public opinion, and public affairs environment, interprets their impact on the Mission's advocacy of U.S. policy, goals and objectives, and produces frequent analyses – spot pieces as well as in-depth reports - for Mission and Washington audiences and for members of high level delegations. Translates news stories and opinion pieces for high-level USG officials and broader Washington audiences. Contributes to specific Washington-directed annual reports, such as the Press Freedom section of the Human Rights Report.

20%

Tracks media coverage and recommends outreach responses for the best possible slant on the Ambassador's activities and major mission initiatives such as Merida implementation, AID program activities, and other arising priorities using advanced methods. Conducts web-based research as necessary. Maintains an archive of such material and is able to respond to requests from the Front Office and other sections to provide archived material as needed.

20%

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:

a. Education:
A university degree in the liberal arts, journalism, political science, economics, international relations or related fields is required.

b. Prior Work Experience:
Three to five years of progressively responsible experience in communications, international affairs or other related employment.

c. Post Entry Training:
There is no formal training required. Informal, on the job training, however, will involve learning standard operating procedures for the Information Section and the Embassy such as the drafting guidelines for all public communiqués, media reactions, reporting cables, and staying current with emerging social media tools and trends.

d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read):
Level IV (fluent) in written and spoken English and Spanish required. Able to write for publication in both Spanish and English.

e. Job Knowledge:
A comprehensive knowledge of Mexican history, society, culture, media structure, society and higher education institutions to advise U.S. officers at post and official visitors on the best manner to present U.S. policy to a broader public. Deep knowledge of U.S. bilateral policy toward Mexico to plan and implement complex, proactive media programs in support of MPP objectives. Strong knowledge of U.S. society, culture, and political system.

f. Skills, and Abilities:
The incumbent must have excellent interpersonal and communication skills, with a high degree of initiative to develop and maintain key contacts in the media, government and private sector. Incumbent must be innovative to develop and execute special projects as required. Must be able to write analytical material, including articles for the Ambassador for placement in Mexican media. Must be professionally competent in use of computers for information retrieval, processing, transmission, research, and management. Specific skills include MS Word, Excel, PowerPoint, and competence with internet research procedures and updated knowledge of social media tools and trends. Must be able to organize work and take responsibility for completing numerous regular daily, weekly, and monthly tasks without supervision.

16. POSITION ELEMENTS:

a. Supervision Received:
Works under the general supervision of the Assistant Information Officer/Print, in consultation with the IO and PAO, but uses considerable initiative and independence in carrying out daily and long-term projects.

b. Supervision Exercised:
n/a

c. Available Guidelines:
General policy guidance is found in the MSP; more specific guidance in received from the PAO, IO, AIO/Press or AIO/Electronic Media, or from relevant Embassy experts (FAS, FCS, USAID) or guidance cables from Washington.

d. Exercise of Judgment:

Exercises considerable judgment in suggesting, researching, developing, and drafting materials for publications in print media; also uses judgment in responding to media questions, selecting items for media summaries and reports; advises on the treatment and style of Spanish language materials prepared by the Public Affairs section for broad distribution; prioritizes tasks to allow for appropriate meeting of deadlines and completion of unexpected, short-fuse activities.

e. Authority to Make Commitments:
In coordination with the AIO/Print, the incumbent has wide authority to arrange high-level media meetings for PAO and others to discuss policy concerns and may commit the Information Section to specific programming or reporting actions within broad Mission Strategic Plan objectives.

f. Nature, Level and Purpose of Contacts:
Maintains daily contact with key Mexican media leaders and government officials, in person and on the telephone and via e-mail, for the purpose of accurately representing USG policy. The incumbent also develops these contacts to engage in sensitive discussions to gain Mexican perceptions of U.S. policies. The incumbent will also facilitate I-visa information to press contacts when it is determined to be in the best interests of the Mission.

g. Time Expected to Reach Full Performance Level:
One year.

Zuniga, Laura P (Mexico City)

From: HR-OE-MCLASSAdmin@state.gov
Sent: Tuesday, December 04, 2012 5:06 PM
To: Trammell, Nadia J; Cole, Caroline M; Parisi, Concettina E; Romero, Ingrid; Zoller, Michael J; Garcia, Margarita S (Mexico City); Gonzalez, Alejandro (Mexico City); Guerrero, Leticia (Mexico City); Padilla, Jacqueline I Merida; Rivera, Laura H; Roque, Bealet (Mexico City); Trevino, Yocasta E; Vega, Adriana (Mexico City); Zetter, Rosa; Zuniga, Laura P (Mexico City); Hunsley, Deborah A; Wilks, Christopher E; Burford de Castillo, Marialice; Castillo, Martina T; EperiamMB@state.gov; Kilpatrick, Liv I (Mexico City); Michael, Emmy Kang (Mexico City); Nichols, Paul M | Merida
Cc: HR EAPS
Subject: MClass Jobs Notification
Attachments: MClassLogoTemplate.jpg

M-Class

Job ID:	MEX-A73-006
Post Name:	MEXICO -CITY D.F.
Agency:	DEPARTMENT OF STATE
Occupation Series Code:	6105-INFORMATION MEDIA
Official Position Title:	OVERRIDE OFFICIAL TITLE
Post Position Title:	INFORMATION ASSISTANT
Evaluation Date:	
Status:	LOCAL APPROVED
Approval Date:	12/4/2012

This job has been approved. Please Click Here to review.

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