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	USAID	(CAI-D13)312872100007-1

3b. SUBJECT TO IDENTICAL POSITIONS? ☐ Yes ☒ No

Agencies may show the number of such positions authorized and/or established:

4. REASON FOR SUBMISSION

☒ a. Reclassification of duties: This position replaces

Position No.: CAI-D13 Title: Development Outreach and Communications Assistant Series: 105 Grade: 9

☐ b. New Position

☐ c. Other (explain):

5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date (mm-dd-yy)
a. Post Classification Authority:	~~Development Communications and Outreach Specialist,~~ FSN-0105 DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST	FSN-10	[illegible]	HCTM/OHCI/FSN UNIT 05/06/2015
b. Other:				
c. Proposed by Initiating Office:	Development Outreach Coordinator Specialist		DND	1/12/2015

6. POST TITLE POSITION (if different from official title)	7. NAME OF EMPLOYEE VACANT
8. OFFICE/SECTION:	a. First Subdivision:
b. Second Subdivision:	c. Third Subdivision:

APPROVALS AND SIGNATURES SECTION

9. This is a complete and accurate description of the duties and responsibilities of my position.	10. This is a complete and accurate description of the duties and responsibilities of this position.
Typed Name and Signature of EMPLOYEE Date (mm-dd-yy)	Typed Name and Signature of 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.	12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.
Typed Name and Signature of SECTION CHIEF or AGENCY HEAD 5/14/2015 Date (mm-dd-yy)	Typed Name and Signature of Human Resources Officer Date (mm-dd-yy)

DS-298 (08-2003)
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13. BASIC FUNCTION OF POSITION

The Development Outreach and Communications Specialist reports to the Supervisory Program Officer and collaborates closely with the Mission Director, Deputy Director, and implementing partners (IPs) to develop and implement the overall Mission communications strategy. The Specialist collaborates with the U.S. Embassy Public Affairs Section (PAS) to ensure that the Mexican and American publics are informed of USAID activities and that personnel are properly apprised of USAID's public activities and projects. Moreover, the position holder serves as a principal liaison with the USAID/Washington Bureau of Legislative and Public Affairs (LPA).

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

The Mission portfolio includes a broad range projects, including crime and violence prevention, rule of law, human rights, global climate change, and economic growth programs. The Specialist supports the Mission in the achievement of its objectives by producing and disseminating public information about Mission programs, projects, and activities throughout Mexico. S/he also promotes a better understanding of USAID programs among the interagency, American, and Mexican publics. The position holder drives strategic communication policies, advises Mission Front Office and technical teams on matters related to public relations as well as partner engagement with beneficiaries and GOM counterparts. The Specialist is also responsible for collecting, investigating, managing, and distributing information associated with USAID foreign assistance and serves as the primary communications point of contact at USAID/Mexico.

a. Communications Management and Strategic Planning – 60%

In coordination with the Program and Front Offices, the DOC Specialist is responsible for developing policies and procedures for Mission communications and outreach, which helps clarify roles and responsibilities within USAID and with other Embassy sections and IPs, including templates for various communication tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. The Specialist is responsible for implementing the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with USAID managers and technical teams consistent with the Mission development strategy and the overall Embassy communications strategy. The Specialist leads in the design of public information products, ensuring that Mission communication products contain appropriate and consistent messages that support the approved Mission communications strategy. S/he also provides quality control on all print and electronic public information materials such as the Mission website, information packets, and briefing materials produced by public relations contractors and/or other USAID staff.

1. Media Relations: The Specialist is responsible for Mission media activities; liaising with the PAS Press Office, and working closely with staff to generate press coverage of USAID activities in Mexico. The assignment includes arranging and preparing for press interviews, press conferences, briefings, and developing videos and presentations for a variety of audiences. The Specialist tracks USAID program, project, and activity milestones and events to ensure that appropriate press coverage is provided, advises the Mission Front Office and staff on press outreach priorities, and whether coverage is culturally and politically appropriate. S/he oversees and produces media materials (including press releases, country profiles, and fact sheets) designed to inform editors and reporters of technical programs, projects, activities and their achievements, coordinates with technical offices and with PAS to produce and release timely, accurate, and useful written material for the host-country, American and international media. S/he responds to Washington taskers, and advises and works with PAS to expand opportunities for coverage of USAID efforts. The Specialist helps technical offices to define activities for

coverage, participates in field visits to assess newsworthiness when possible, and accompanies the press to interviews and site locations for filming.

2. Public Events and Visitors

The Specialist plans and executes activities to present Mission programs to the public and to VIP visitors through a range of communications tools and distribution methods for a variety of audiences. The Specialist collaborates with technical staff to arrange visits for high-level officials to highlight key USAID programs/projects/activities and strategies and provides or supervises advance work for planning, including scheduling, coordination with Development Objective Teams (and other Embassy Sections as appropriate), and contributing to and clearing the production of briefing materials and trouble-shooting media tools during VIP visits. For project site visits or events that involve the Ambassador, Deputy Chief of Mission, and/or the USAID Director or Deputy Director, the Specialist ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared and meet USAID branding and quality standards. The Specialist coordinates and consults with technical offices on program/project/activity signing ceremonies or other milestone events, including finalizing press releases and ensuring logistics are handled appropriately.

b. Publicity Materials – 40%

The Specialist is responsible for the production of high-quality print and electronic communications products that translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both host-country and American. The Specialist is responsible for the production of high-quality print, electronic, and social media communications products. The Specialist also serves as developer and editor for all published and online materials, special publications, and the external USAID/Mexico website, ensuring that that information is "fresh," current, and inviting to browsers. In the event that an outside contractor is producing materials on behalf of USAID, the Specialist ensures the appropriate production of graphic designs, written text, and photographs. Moreover, the Specialist, in coordination with the AOR/COR, ensures that contractor tasks are completed in a cost effective, high-quality, and timely manner.

The Specialist oversees and develops regular information materials including weekly and biweekly updates to Washington and the Ambassador, respectively. The Specialist also works to leverage the support of opinion leaders and specific audiences, in coordination with the Latin America and Caribbean (LAC) Bureau and LPA colleagues. When possible, s/he travels to USAID program/project/activity sites throughout the host country and the region to interview beneficiaries and photograph programs/projects/activities for USAID online and printed materials. S/he serves as the Mission POC for Agency Branding Graphic Standards within USAID/Mexico and prepares and keeps current a packet of informational materials that communicates Mission strategic priorities and focus areas in coordination with technical offices. S/he acts as the editor for key reports and documents; and, ensures that public outreach products include people-oriented success stories that that effectively tells USAID's story to both external and internal audiences and ensures that all materials are politically and culturally appropriate. S/he performs other duties as assigned or required.

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

a. **Education:** A Bachelor's of Arts Degree in journalism, public relations, communications, English, or a related field is required.

b. **Prior Work Experience:** A minimum of five years of progressively responsible professional-level experience in communications, public relations, or journalism is required. This experience will

provide assurance that the DOC Specialist is skilled in disseminating information to a variety of target audiences.

c. **Post Entry Training:** The specialist will receive on-the-job training on established USAID procedures, regulations, and policies governing Mission interaction with the media, IPs, and other USG agencies. The Specialist will attend USAID Development Outreach and Communications Workshops as well as trainings that focus on USAID's program cycles and processes to ensure the position holder's understanding of communications as it relates to USAID's work (subject to course offerings and the availability of funds).

d. **Language Proficiency (List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read):** Fluency (level 4) in English and in Spanish, written and oral, is required.

e. **Job Knowledge:** The Specialist must have a thorough knowledge of the principles, methods, practices and techniques of communication, as well as the skill in applying such knowledge to develop written and visual information materials for dissemination through a variety of media. S/he will determine and effectively use the most appropriate means for transmitting information and to evaluate the effectiveness of plans developed to communicate with targeted audiences. This includes an understanding of the use of written and visual communication in developing news and press releases, success stories, background statements, fact sheets, media spots, and scripts that effectively communicate information about complex USAID/Mexico programs/projects/activities and functions.

f. **Skills and Abilities:** Work requires skill in developing and maintaining effective relationships with the interagency, media representatives, public affairs personnel of organized groups, and in establishing and enhancing communication between USAID and its audiences using appropriate media. It also requires skill in making oral presentations designed to seek cooperation of specialized groups and media in providing fuller coverage of USAID/Mexico programs/projects/activities, and to encourage open communication between USAID/Mexico and its audiences; and, skill in analyzing the effectiveness of communication plans once implemented and developing recommendations to change the nature of the USAID/Mexico's communication approach as necessary. The position holder must have excellent oral and written communications skills, including news and technical writing, editing, and research skills; strong organizational and project management skills that may be applied within a multi-cultural work environment; and, the ability to work independently, taking initiative once guidance is provided, and managing several activities simultaneously and under pressure to meet deadlines.

The Specialist must have strong interpersonal skills. The ability to establish and maintain collegial relations with press and media contacts, as well as Embassy and IP counterparts, and to exercise sound judgment in representing the USG, along with the ability to manage interactions with high-level dignitaries and officials with maturity and confidence, is required. The position holder must also have strong computer skills, including the ability to use Google platforms, Microsoft PowerPoint and Word, as well as have a basic knowledge of the Adobe Creative Suite software. More specifically, Lightroom, InDesign, Premiere and Illustrator are heavily used in USAID/Mexico communications.

16. POSITION ELEMENTS

a. **Supervision Received:** The DOC Specialist works under the general supervision of the USAID/Mexico Supervisory Program Officer and/or his/her designee. The Program Officer sets the overall assignment objectives, program emphasis, and resources available. The Specialist, in consultation with the Program Officer, develops the nature of the communication plans, deadlines for implementation, and the various phases to be achieved. The Specialist, having developed expertise in carrying out the communications program, has continuing responsibility for independently planning and executing the various stages of the plans, coordinating efforts

with program specialists and the U.S. Embassy PAS, and making contact with media and specialized group representatives. The Specialist resolves most of the problems or conflicts that arise, consulting with the Program Officer or Mission Front Office and/or PAS when needed and where policy has not been established. Completed work is reviewed by the Program Officer for adherence to established policy as well as its alignment with the expected goals of the communications strategy.

b. **Supervision Exercised:** Formal supervision of other Program Office staff is not contemplated.

c. **Available Guidelines:** The Specialist must remain familiar with the USAID ADS, AIDAR, FAR, Handbooks, Mission Orders, USAID/Washington Bureau and LPA outreach guidance, and established USAID/Mexico and Program Office procedures and regulations; and, media and communications papers prepared by USAID/Washington and the Department of State.

d. **Exercise of Judgment:** Projects assigned to the Specialist include a variety of duties and processes requiring the exercise of extensive judgment. Judgment is required in providing guidance to USAID technical teams, and to IPs and other contractors and grantees on USAID policies and procedures related to the Mission communications strategy, and to other mission USDH, USPSC, and FSN staffs. Independent judgment must be exercised on a broad range of communications and media issues and when meeting with media representatives, and with the GOM, NGO, and IP counterparts, and with other donors. The Specialist is expected to analyze situations and develop ways to resolve problems. S/he is also expected and empowered to take responsible risks as the communications authority in the Mission. The Specialist advises superiors in the Mission and the U.S. Embassy on the implications of DOC programs. S/he brings creative ideas to the table, and consistently looks for ways to raise the awareness of USAID/Mexico programs among Mexican and American audiences and identifies linkages among the various USAID/Mexico programs in communicating the USAID/Mexico portfolio.

e. **Authority to Make Commitments**: The Specialist may make administrative arrangements consistent with ADS guidance and Mission policy and take action and establish priorities based on available guidelines and professional judgment. Guidance is sought when needed, and superiors are kept apprised of the DOC's activities. Within the scope of the authority delegated, the Specialist negotiates outreach and communications activities with counterparts in the Mission and the U.S. Embassy.

f. **Nature, Level, and Purpose of Contacts**: The Specialist works closely with the Program Officer and/or his/her designee who will oversee the Specialist's work as it relates to the USAID/Mexico Communication Strategy. The Specialist coordinates closely with USAID/Mexico Development Objective Teams, team leaders, Embassy and Consulate/Public Affairs personnel, mid- and senior-level officials of IPs, beneficiaries, host-country citizens, host-country NGOs, and host-country private-sector officials for the purpose of implementing the Mission communications strategy, and fulfilling Mission outreach goals. In many cases, the Specialist will represent USAID/Mexico in these discussions.

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