

U.S. Department of State  
**INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION**

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3FAH-2)				
1. Post <b>Mexico City</b>		2. Agency <b>Department of State/INL</b>		3a. Position Number <b>MEX- AINL-98</b>
3b. Subject to Identical Positions? Agencies may show the number of such positions authorized and/or established after the "Yes" block. <input type="checkbox"/> Yes <input type="checkbox"/> No				
4. Reason For Submission <input type="checkbox"/> a. Redescription of duties: This position replaces (Position Number) _____ (Title) _____ (Series) _____ (Grade) <input checked="" type="checkbox"/> b. New Position <input type="checkbox"/> c. Other (explain)				
5. Classification Action	Position Title and Series Code	Grade	Initials	Date (mm-dd-yyyy)
a. Post Classification Authority <b>HRO/FRC</b>	State Program Assistant FSN-1550	9		07/24/2015
b. Other				
c. Proposed by Initiating Office <b>INL</b>	<b>Merida Initiative Information Specialist</b>	<b>FSN11</b>		
6. Post Title of Position (if different from official title) Merida Initiative Information Assistant		7. Name of Employee		
8. Office/Section <b>AmEmbassy Mexico / INL Section</b>		a. First Subdivision <b>Strategic Communications</b>		
b. Second Subdivision		c. Third Subdivision		
9. This is a complete and accurate description of the duties and responsibilities of my position.  _____ Printed Name of Employee  _____ Signature of Employee		10. This is a complete and accurate description of the duties and responsibilities of this position.  <div style="border: 2px solid red; height: 80px; width: 100%;"></div>		
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.  <div style="border: 2px solid red; height: 100px; width: 100%;"></div>		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  <div style="border: 2px solid red; height: 100px; width: 100%;"></div>		
13. Basic Function of Position See continuation sheet:				
14. Major Duties and Responsibilities				

Media Monitoring and Media Relations.- Advises the INL Strategic Communications Advisor, INL Front Office and program managers on the best strategies to advance the Merida Initiative using public diplomacy in Mexico. Serves as the Mission's principal FSN analyst of the Mexican media environment and Mexican public opinion of the Merida Initiative. Reviews the major print media, selects appropriate editorials and op-ed pieces to amplify on Embassy social media and to highlight in reports to Washington. Advises INL on the appropriate proactive strategies for promoting the Merida Initiative, also devising reactive strategies for clarifying misconceptions. Monitors Mexican media to brief INL leadership on the current media agenda, how the print media are reporting on the Merida Initiative and how opinion leaders are shaping the media environment writ-large with regards to the Mexican-U.S. security cooperation. Advises INL and Merida Initiative law enforcement partners on interaction with the national Mexico media. Evaluates trends in the Mexican media interpreting their impact on the Mission's advocacy of U.S. policy, goals and objectives. Advises INL Merida Initiative law enforcement partners on the probable impact of media interviews, backgrounders, round tables and press conferences which he/she may organize for INL leadership and Merida Initiative partners. 25%

Strategic Planning.- Works closely with the INL Strategic Communications Advisor to design effective and impactful communication strategies for Merida Initiative programs. Serves as principal liaison to Merida Initiative partners (both governmental and non-governmental) located throughout Mexico to create and implement communication strategies for Merida Initiative programs and will coordinate the roll out of the Merida Initiative Media Toolkit, which consists of a two-day workshop and database. The two-day workshop will be conducted in each state for all Merida Initiative partners. The database will be housed in INL, maintained by the incumbent and the Strategic Communications Advisor, and available to all Merida Initiative partners. Organizes media availabilities, including press conferences, media round tables and one-on-one interviews for Merida Initiative partners, located throughout Mexico. As part of the State Department Public Diplomacy priorities of strategic communication and emphasis on evaluation through metrics and analysis, tracks and analyses impact of Merida Initiative messaging in Mexican media and uses information to help design more effective communication strategies consistent with Mission goals. Maintains daily contact with mid-level Merida Initiative partners, including those throughout Mission Mexico, as well as Mexican government officials and NGO contacts, in person and on the telephone and via e-mail, for the purpose of advancing the Merida Initiative. This position will develop these contacts to advise on public diplomacy strategies for Merida Initiative programs and may engage in sensitive discussions to gain Mexican perceptions of Mexico/U.S. security cooperation. Identifies and maintains personal contact with mid-level Mexican op-ed writers, commentators, pollsters and other media figures in Mexican society who shape public opinion for the purpose of advising INL and Merida Initiative law enforcement partners on appropriate public diplomacy efforts. 25%

Public Relations.- Answers queries from the Mexican media as appropriate with guidance from INL Strategic Communications Advisor, INL Front Office and PAS on Merida Initiative programming. The incumbent will work with INL program directors and Merida Initiative partners to establish speaking opportunities for INL and Embassy leadership and then plan and execute said events, including drafting speeches and talking points. Researches, writes and translates press releases, opinion pieces and social media content. Advises on the style, nuanced language and appropriate placement with the Mexican print media. Works closely with PAS to cultivate a Merida Initiative/security cooperation media contact database to enable PAS to reach targeted audiences with timely information in a manner that can help inform and shape the narrative of public opinion. Advises on the participation of Mexican journalists in other media development programs in the U.S., both USG and privately sponsored programs. 25%

Merida Initiative Partner Coordination and Opportunity Development: Takes initiative in drafting spot media analyses, reactions and cables for INL and Washington audiences on items of relevance for the Merida Initiative to provide situational awareness of relevant news and news tendencies on topics related to security cooperation and justice sector reform in Mexico. Evaluates trends in Mexican print media, public opinion and public affairs environment, interprets their impact on ISC Goal Two. Conducts web-based research as necessary. Creates media summaries on relevant policy issues and outreach activities. Identifies and maintains personal contact with mid-level contacts such as Mexican op-ed writers, commentators, pollsters and other media figures in Mexican society who shape public opinion for the purpose of advising INL and Merida Initiative law enforcement partners on appropriate public diplomacy efforts. Works with PAS to establish parameters for polling surveys conducted nation-wide to serve as measurement of perception of Mexican public of Merida Initiative programs and activities. 25%

Continuation sheet...

13. Basic Function of Position

The position supports the INL Strategic Communications Advisor and collaborates closely with the INL leadership and program managers to develop and implement the Merida Initiative communications strategy. Supports INL and Merida Initiative Law Enforcement partners in the achievement of Mission Integrated Country Strategy objectives by producing and disseminating public information about Merida Initiative programs, projects, and activities throughout Mexico, and educating and promoting a better understanding of Merida Initiative programs among key Mexican stakeholders. This position interacts with all interagency Merida Initiative law enforcement partners (DEA, FBI, ATF, CBP, HSI) to identify opportunities for public diplomacy and then plan and manage media events to further Mission Integrated Country Strategy (ICS) goal number two and advocate U.S. policy. The incumbent will also conduct outreach to Merida Initiative partners (both government and non-government) located throughout Mexico to create and implement communication strategies for Merida Initiative programs and will coordinate the roll out of the Merida Initiative Media Toolkit, which consists of a two-day workshop and a database. The incumbent will also advise these Merida Initiative partners on public diplomacy opportunities for Merida Initiative programs. The incumbent will work with INL Program Coordinators and Merida Initiative partners to establish speaking opportunities for INL and Embassy leadership and then plan and execute said events, including drafting speeches and talking points. The incumbent will serve as primary analyst on trends in Mexican media and public opinion of the Merida Initiative to help design more effective communication strategies consistent with Mission goals. The Incumbent will be responsible for identifying notable Mexican op-ed writers, commentators, opinion makers, activists and government officials and other figures in Mexican society who shape public opinion for the purpose of advising INL and Merida Initiative partners on appropriate public diplomacy efforts. The incumbent will provide other press support as necessary including photography, interpretation, translation and writing a steady flow of press releases and social media postings.

### 15. Qualifications Required For Effective Performance

#### a. Education:

A university degree in the liberal arts, journalism, political science, economics, or international relations is required

#### b. Prior Work Experience:

At least five years of progressively responsible experience in communications, outreach, journalism, 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 Merida Initiative programming, 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):

Able to write for publication in both Spanish and English.

#### e. Job Knowledge:

A comprehensive knowledge of Mexican history, society, culture, media structure, 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 Mission Integrated Country Strategy (ICS) objectives. Strong knowledge of U.S. society, culture, and political system.

#### f. Skills and Abilities:

Must have excellent interpersonal and communication skills, with a high degree of initiative to develop and maintain key mid and high level 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 INL leadership and Merida Initiative partners 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 learn INL's S@mePage database. 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 supervision of the INL Strategic Communications Advisor, but uses considerable initiative and independence in carrying out daily and long-term projects.

#### b. Supervision Exercised:

Will supervise the work of the INL translation team, made up of one fulltime employee, as well as two offsite contract staff.

#### c. Available Guidelines:

General policy guidance can be found in the Integrated Country Strategy (ICS); more specific guidance is received from the Strategic Communications Advisor and the INL Deputy Directors or on specialized matters from the relevant Merida Initiative program officer or guidance 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 INL 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 INL Strategic Communications Advisor, has wide authority to coordinate high-level media meetings for INL and Merida Initiative partners to discuss policy concerns and may commit INL to specific programming or reporting actions within broad Mission Strategic Plan objectives.

#### f. Nature, Level and Purpose of Contacts:

Maintains daily contact with mid-level Merida Initiative partners, including those throughout Mission Mexico, as well as Mexican government officials and NGO contacts, in person and on the telephone and via e-mail, for the purpose of advancing the Merida Initiative. This position will develop these contacts to advise on public diplomacy strategies for Merida Initiative programs and may engage in sensitive discussions to gain Mexican perceptions of Mexico/U.S. security cooperation. Identifies and maintains personal contact with mid-level Mexican op-ed writers, commentators, pollsters and other media figures in Mexican society who shape public opinion for the purpose of advising INL and Merida Initiative law enforcement partners on appropriate public diplomacy efforts. Works very closely with the Public Affairs sections of the Embassy and in each of the 9 Consulates, as well as INL/PAPD and INL regional offices in Mexico to determine public diplomacy efforts for the Merida Initiative and Liaises with Merida Initiative Law Enforcement partners, including DEA, FBI, ATF, DHS and HSI, to advise on provide consul on public diplomacy opportunities for Merida Initiative programming.

#### g. Time Expected to Reach Full Performance Level:

One year.