

13. Basic Duties

Supports the PAO in conducting online public diplomacy by designing, implementing, and maintaining U.S. Mission to New Zealand's online presence, and digital engagement strategies and activities, to best contribute to Mission's public communication goals; to communicate existing key messages through online channels, in keeping with existing strategies for presenting USG information on behalf of the Mission.

Supports U.S. Embassy Apia by serving as content manager/editor for their website.

Provides support and assistance to the Media Specialist, mainly online and internet support.

14. Major Duties and Responsibilities

U.S. Mission NZ Web Master/ Content Manager

% of time: 65

Under the supervision of the PAO, drafts and develops Mission website communications strategic plan to support MSP driven communications goals and to communicate existing key messages through online channels, in keeping with existing strategies for presenting USG information on behalf of the Mission. Stays current with USG policy and communications goals, U.S. - N.Z. bilateral relationship, and the PD environment so as to continually refine and/or amend said strategic plan, and manage site content.

Designs, implements, maintains, and populates the Mission's public website in accord with said communications strategic plan and State Department regulations and guidelines. Continually reviews and updates mission website; coordinates with Mission officers to add appropriate content; independently locates, (re)formats, drafts, and creates textual, graphic, visual, and audio content. Ensures content is in strict compliance with US Government and State Department standards, while maintaining user friendly design and professional appearance. Stays current with site usability and design best practice, and implements same. Redesigns and re-engineers the website as warranted.

Working especially with the PAO and Media Specialist, and other colleagues as appropriate, assures online consistency and integration with all Mission mass communications efforts and strategies. Seeks all opportunities for synergy with other mass communications efforts.

Supports other Mission website stakeholders (e.g. US Citizen Services, Visa Section, American Reference Center, other mission agencies), maintaining their content on the website. Advises stakeholders on online communications best practice as appropriate to their content and needs.

As time critical and intense information situations develop, continuously updates mission sites with appropriate information in collaboration with the PA team and other mission elements.

Constantly monitors website performance, analysing for audience response, folding analysis into ongoing refinement of website communication strategy.

For 2 hours per week (on average) works closely with Apia mission staff and other Apia website stakeholders as appropriate (e.g. Auckland consular staff) to ensure Apia website is best used in support of mission communications goals. Ensures information provided is posted accurately and in timely fashion; contributes expertise as appropriate in presentation and formulation of materials; provides feedback and analysis on audience uptake of such materials, as required; as requested, explains the capabilities and potentials of mission online presence(s) as a communications and messaging mechanism, and works with staff and stakeholders to realise said potential.

U.S. Mission NZ Digital Engagement Coordinator

% of time: 25

Continually evaluates new media channels¹ for use in Mission communications, messages and strategies; drafts, develops, recommends to the PAO, and subsequently implements digital engagement strategies to conduct online public diplomacy through new media channels judged most suitable and productive to accomplishing MSP goals, delivering MSP driven information and messages to target audiences, and fostering digital engagement of the NZ public and target audience members with the Mission.

Under the guidance of the PAO, maintains and administers all elements of the Mission's online presence across a variety of online engagement channels and platforms. Develops, maintains, and – as required – retires digital engagement platforms in accord with digital engagement strategy. Generates, sources, and tailors content for all channels of Mission's online presence in accord with engagement strategy, specific platform requirements, and channel best practice.

Conducts online research and, leveraging emerging technology and social trends, develops new media approaches and outreach strategies to convey desired messages to public audiences, while simultaneously keeping abreast of host country developments in digital engagement.

Supports and educates colleagues from public affairs section, and other sections as appropriate, in their online engagement and communications. Seeks opportunities to support and amplify PAS activities through digital engagement channels.

Media / Mass Communications Support

% of time: 10

Provides general support to the Media Specialist across a range of activities but with a particular focus upon providing online and internet support: Tracking media online; utilizing provided tools and databases to extract media content; assisting in preparation of media materials, especially those destined for online publication; and, in addition, supports the monitoring and archiving of NZ media for post relevant materials.

Other duties as required

% of time: as required

Such duties include general assistance with special events, including set up and clean up; escorting; photo, video, or other A/V recording; or accomplishing other tasks as assigned.

¹ Including, but not limited to, microblogs (e.g. Twitter), blogs, photo and video sharing (e.g. Flickr, YouTube), social bookmarking (e.g. del.icio.us), social networking (e.g. FaceBook), rss feeds, digital video conferencing, mashups, virtual worlds (e.g. Second life), online games, and any other such online channels as may emerge.

15. Qualifications Required for Effective Performance

- A. Education: University degree in mass communications, journalism, international relations, public relations, or similar is required. Studies should include online communications, computer science, IT, or similar.
- B. Prior Work Experience: At least 5 years progressively responsible experience in communications, media, or politics including extensive experience with internet, new media, and web content management as relates to public policy advocacy and/or international relations.
- C. Post Entry Training: On-line training on using the U.S. Department of State Content Management System (CMS) is available if required.
- D. Language Proficiency: English level 4 (fluency) is required.
- E. Job Knowledge: Advanced expertise in public communications – ideally in public diplomacy, social marketing, or similar field – with a sophisticated understanding of how to deploy these skills online. Excellent knowledge of internet and electronic communications best practice, web page usability and design, social and new media administration, and site authoring software applications. Excellent knowledge of the current state of information technology; public diplomacy and public affairs, and online techniques of same; outreach activities and products. Excellent knowledge of host country politics and political processes; social structure; online communities; media, government, and academic institutions; U.S. society; and U.S. Government policy priorities. Familiarity with scanners; digital cameras; copiers and printers; and other relevant IT hardware.
- F. Skills and Abilities: Expertise with HTML, CSS, and other website development languages and authoring software (e.g. Javascript, Flash, asp, php, etc); expertise with website authoring and analysis tools (e.g. statistical measurement packages; Google Analytics and Google Webmaster Tools); expertise with new media channels, communications protocols ('netiquette'), and online monitoring and search techniques expertise with use of spreadsheet, database, word processing, graphics, and e-mail applications. High level of creativity and ability to produce quality content for the Mission's online platforms. Excellent interpersonal and communications skills, especially written and digital engagement skills. Ability to work independently, to evaluate validity and policy relevance of informational materials, to prioritise and organise work responsibilities in order to meet urgent deadlines, and to problem solve. Considerable initiative required in maintaining digital engagement channels at peak effectiveness; in developing new, and refining existing, communication strategies; in analysing suitability or prospective digital engagement tools; in identifying and obtaining information needed from other offices; and in recognising and reporting relevant online trends and information.

16. Position Elements

- A. Supervision Received: Works under the general supervision of the Public Affairs Officer, but is expected to work independently in maintaining Mission's online presence.
- B. Supervision Exercised: None
- C. Available Guidelines: Mission Strategic Plan (MSP), PAS program plans, State Department websites, IIP and IMO guidelines, established PAS procedures and guidance cables from the State Department.
- D. Exercise of Judgement: Must exercise excellent judgement in drafting online engagement strategies; managing the Mission's online presence and communications; determining priorities; and generating, selecting, and tailoring online content.
- E. Authority to Make Commitments: Can make commitments concerning inclusions/edits within Missions' online presences and communications. May contribute expert advice requisition of online services, tools, or materials, but has no authority to make financial decisions or order equipment.
- F. Nature, Level, and Purpose of Contacts: Maintains daily contact – predominantly through online channels – with a full range of mission contacts including mid-to-senior level media representatives; government officials; politicians and their offices; NGO and business community leaders and representatives; academics; cultural figures; and the wider general public for the purposes of accurately and publically representing U.S. policy positions. Maintains regular contact with other mission sections to ensure the online content related to their work is best serving their communication goals. Maintains contacts with specialists in online communications techniques in order to stay current with developments in the field and within the host country information environment, so as to best recommend engagement with emerging communications channels and/or disengagement with existing channels. Serves as focal point for the Missions' online presences with State Department elements outside the embassy, particularly those in Washington.
- G. Time Expected to Reach Full Performance Level: One year.