

### **13. BASIC FUNCTION OF POSITION:**

Under the direction of the BPAO (Branch Public Affairs Officer) in Auckland, the incumbent promotes U.S. educational opportunities in the Auckland region, Samoa, the Cook Islands, and Niue using a developed network of contacts at New Zealand and Samoa education institutions, youth networks, and across the Mission's social media platforms. S/he provides information and advice to students wishing to study in the United States. In coordination with the Mission's University Engagement Specialist in Auckland coordinates outreach activities with New Zealand and United States University communities.

### **14. MAJOR DUTIES & RESPONSIBILITIES:**

**% of Time**

#### **A. EDUCATION ADVISING**

**70%**

1. Promotes U.S. educational opportunities to Kiwi and Samoan youth. Provides accurate, comprehensive, objective and timely information and advice to interested students via traditional and social media platforms.
2. Represents EducationUSANZ and the Mission through outreach to tertiary institutions (particularly Post Graduate and Study Abroad Office staff and academics), and high schools, and through speaking engagements at industry meetings, conferences, and other public forums.
3. Organizes and implements the annual USA Universities Expo, including the recruitment of and communication with U.S. representatives, event promotion in and organization of advertising in country, organization and implementation of the event, and follow-up with stakeholders.
4. Organizes general orientations on studying in the U.S. for prospective and outbound students, arranges presentation programs for visitors and representatives from U.S. educational institutions, and keeps online statistical records of these visits.
5. Uses social media to reinforce personal and traditional communication channels. Manages Mission's @educationUSANZ twitter feed. Drafts blogs on educational advising topics. Organizes virtual advising seminars featuring U.S. higher education representatives.
6. Maintains the student advisory reference section located in the U.S. Consulate General in Auckland (hard copy library, electronic database, and online material) so that students interested in pursuing an education in the U.S. receive accurate and appropriate information on entrance requirements, application process, and financial assistance, etc).
7. In coordination with the CPAO and BPAO, organizes funding and purchase of resource materials, training activities, outreach efforts, and other equipment; develops budgets and proposals

**B. MANAGEMENT OF SECONDARY SCHOOL PROGRAMMING 25%**

1. Develops and creates programs that target underserved demographics in coordination with the Cultural Affairs Assistant in Auckland. Examples include scholarship initiatives targeting secondary school youth.
2. Organizes secondary school programming for Mission staff, target of opportunity speakers, visiting speakers, and VIPs.

**C. OTHER DUTIES AS ASSIGNED 5%**

**15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:**

- a. **Education:** Completion of Bachelor's degree with a focus on Education, the Liberal Arts, Communications or Business.
- b. **Prior Work Experience:** 1-2 year's experience dealing with higher education (e.g. tertiary, technical institutes etc) that involves the counseling/advising of students on U.S. university application/admissions procedures; experience and familiarity with U.S and New Zealand higher education systems; experience developing and marketing educational programs – through traditional formal group presentations and social media.
- c. **Post Entry Training:** On the job training provided. FSI online training including Protecting Personally Identifiable Information (PA459); Ethics for New Locally Employed Staff (PA453); Cyber Security Awareness Course (PS800).
- d. **Language Proficiency:** Level V (fluent) English, both written and oral, is required. Communication is a major facet of this position.
- e. **Knowledge:** Detailed knowledge of a broad range of U.S. education-related subject matter - in particular admission procedures, funding opportunities, and NZ-U.S. educational contacts; plus general knowledge of the NZ and U.S. secondary and tertiary education systems.
- f. **Skills & Abilities:** Ability to develop and maintain contacts, and maintain confidentiality of contacts database information. Must be proficient in Microsoft Office products and have the ability to produce a wide variety of written documentation to a high standard of quality. Must be comfortable addressing groups of various sizes at public events. Must be familiar with the use of and be able to provide content for the Embassy and EducationUSA websites, as well as such social media platforms as Facebook, Twitter, and flickr, among others. Incumbent must have a valid driver's license to be considered for the position.

**16. POSITION ELEMENTS:**

- a. Supervision Received:** Day to day workload direction is provided by the Branch PAO in Auckland. Supervision is also provided by the Regional EducationUSA office located in Tokyo, and the Country Public Affairs Officer in Wellington. Incumbent will be expected to perform a variety of functions with minimum supervision.
- b. Supervision Exercised:** None.
- c. Available Guidelines:** Education Advising Service training materials; Mission Performance Plan, Foreign Affairs Handbooks and Manuals, and guidance from the State Department and from supervisor.
- d. Exercise of Judgment:** Must take initiative and exercise a high degree of independent judgment. Has responsibility for planning, arranging, and executing education programs nationwide and youth outreach programs in Auckland.
- e. Authority to make Commitments:** In consultation with the position supervisor, has authority to commit plans and schedules toward the execution of PAS education programs.
- f. Nature, Level, & Purpose of Contacts:** On behalf of the PAO and the CG, the incumbent is expected to maintain and develop contacts in key institutions in the education communities including the general public, educational institutions, students, academics and recruiters.
- g. Time Required to Perform Full Range of Duties:** 6 months.