



## **1. COORDINATION OF CONTENT DEVELOPMENT FOR DIGITAL OUTREACH**

**(60%)**

The Social Media Coordinator (SMC) is responsible for leading the LES Digital Outreach Team (DOT) and actively participating in the development and placement of multimedia content enhancing the effectiveness of Public Affairs Section and Mission activities. Works to develop a strategy for engaging in new media environments to maximize the impact of Mission activities and programs. Maintains a shared social media planning calendar. Helps lead the digital outreach discussion within PAS to include: production and placement of high quality and effective multimedia content, understanding the goals and balancing cost-effectiveness. Chooses appropriate new media platforms based on Mission goals, audience profiles, and program characteristics. Once multimedia content has been approved, the SMC leads/participates in the creation, implementation, and posting of the content, including the production and publishing steps, to effectively reach target audiences..

The SMC Embassy sections and agencies to develop content, communicating with the Ambassador to understand his/her priorities, drafting and designing digital outreach products, attending events for live digital media support, and modifying USG content for external publication. Plans and monitors the workflow for the creation and placement of content, coordinating with the DOT and PAS colleagues to discuss schedules for digital acquisition, editing, revision, and timely inclusion within the Mission websites and selected new media platforms. Based on the SMC's knowledge of fluency in digital outreach platform and their audiences, the SMC sets format requirements for individual production of multimedia content. She coordinates with DOT, photographer, and A/V Technician to maximize the quality of visual and video materials. The SMC produces timely and effective reporting using analytics and metrics on the impact of Embassy digital outreach products and campaigns for distribution within the Mission and to the appropriate State Department offices.

**(20%)**

## **2. KNOWLEDGE OF AND ENGAGEMENT IN NEW MEDIA**

The SMC stays abreast and engaged in ongoing developments in new media. The SMC participates in ongoing professional development, and has a constant presence on major and emerging new media platforms to assess their value, potential, and rules of engagement. By understanding the characteristics of each new media outlet and its participants, the SMC defines where and how the Mission should engage in order to reach: youth, foreign policy professionals, emerging opinion leaders and influencers, and a variety of traditional and non-traditional audiences.

The SMC ensures the Embassy's presence remains current, engaging, and compelling to target audiences. Visualizes innovative developments to enhance the quality of our digital media presence. SMC advises the IO/PAO, PAS, and other sections/agencies of developing issues, including potential misinformation, to facilitate timely reactions and increase visibility.

Using expert knowledge, and in coordination with the Information Resource Assistant (graphic designer), the SMC advises on application of graphic design principles, assisting PA and Mission staff in adapting and preparing visually engaging and effective materials for printed and electronic publications.

Serves as the backup for the Information Resource Assistant in the role of webmaster using CMS to post information on and update the Embassy's website.

**(10%)**

## **3. AUTHORITATIVE PARTICIPATION IN NEW MEDIA DISCUSSION**

The SMC leads the discussion on new media within the Mission, advising the IO, PAO, as well as the Front Office and other agencies/sections and recommends appropriate and cost-effective engagement in new media. Regularly meets with ISC to discuss technical requirements and possible developments to enhance production and placement of multimedia materials. In coordination with ISC, SMC advises on software and hardware acquisition for PAS, and on purchase of outsourced web-based new media services that need to be discussed and reviewed by ISC specialists.

The SMC is fully engaged in ongoing conversations with the State Department social media community up to and including the senior levels about the most effective tools and the potential of use of new media platforms. Regularly participates in State Department meetings and conferences on the subject, contributing with presentations and reports about local and Mission experiences with new media.

Actively participates in the existing discussion with key leaders in the local community of information professionals including government, academic, media, and business counterparts. Organizes and participates at events and lectures at conferences on these topics; provides advice and training to senior level officers and colleagues, whose programs are targeted to the audience on digital media that the SMC manages, on the characteristics and potentials of new web environment, applications, and platforms.

**(5%)**

## **4. OTHER RELATED DUTIES AS ASSIGNED**

**NOTE: This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.**

## **15. Qualifications Required For Effective Performance**

### **a. Education:**

University degree in communications, advertising, marketing, public relations, or journalism is required.

### **b. Prior Work Experience:**

3 years of professional level experience in digital media outreach. Experience in graphic design and/or video production is desirable.

### **c. Post Entry Training:**

FSI social media training such as: Strategic Planning for Social Media Practitioners or 21st Century Statecraft Workshop.

### **d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read):**

Level IV (Fluent) speaking/reading/writing English language is required. Level IV (Fluent) speaking/reading/writing Spanish language is required.

### **e. Job Knowledge:**

Knowledge of and fluency in multiple social media platforms (i.e. Facebook, Twitter, Instagram, Flickr, YouTube, and others), the State Department sections and procedures, American culture, as well as the educational, social and political structures of Panama is required. Must know how to use MS Office applications. Ability to design, create and maintain a Facebook Page, and know how to navigate the Internet and other on-line media tools and platforms is required. Excellent knowledge of the current state of information technology, public diplomacy programs, public affairs techniques, outreach activities and products is required. Familiarity with mobile devices, digital cameras, scanners, copiers and a range of printers is required. Experience programming branded campaigns, high level of creativity, understanding of metrics in measuring engagement/traffic, ability to write well; including the ability to edit and adapt existing resources including video and photos for digital outreach is required.

### **f. Skills and Abilities:**

Must have excellent organization, communication and interpersonal skills. Must be able to manage multiple tasks efficiently and follow directions and guidance easily. Must have the ability to follow-up on program details independently. Must have the ability to draft official correspondence in English and Spanish, and tailor correspondence to the desired audience across the entire range of extremely informal to extremely formal communications. Excellent written and oral communication skills are required. Must demonstrate that he/she can work well under pressure, be reliable, follow schedules, meet and anticipate deadlines, and has high level customer service skills. Must possess problem solving skills related to promoting U.S. programs and policies.

## **16. Position Elements**

### **a. Supervision Received:**

Directly supervised by the Information Specialist.

### **b. Supervision Exercised:**

None. Serves as the Team Lead for the Locally Employed Staff (LES) on the Digital Outreach Team (Information Assistant and Information Resource Assistant).

### **c. Available Guidelines:**

Integrated Country Strategy, guidance from the Office of Media Engagement in IIP and the Social Media Practitioner Community at State.

### **d. Exercise of Judgment:**

Incumbent is given wide latitude for creativity and independent judgment when writing and producing materials for distribution via digital media. Often acts alone at Mission events and programs, in selecting and distributing online outreach materials (live tweets).

### **e. Authority to Make Commitments:**

May make initial commitments in resources and personnel.

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

Develops and maintains professional contacts with those active in the new media community, to better advise the PAO and IO and ultimately the Front Office on the digital media environment.

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

Six months.