

**PROGRAM ASSISTANT (ALUMNI COORDINATOR) – PAS  
VACANCY ANNOUNCEMENT 15/10/84**

**MAJOR DUTIES AND RESPONSIBILITIES**

**a) OUTREACH STRATEGY - 25%**

- Develop and implement, in close cooperation with PAO/CAO/ACAO, the annual comprehensive strategic plan for alumni outreach in accordance to the PD Implementation Plan and the Mission goals.
- Organize, prepare and conduct outreach formal/informal presentations disseminating information on U.S. exchange programs and explaining resources and opportunities available to alumni.
- Identify alumni professional/social needs by gathering information and statistics. Compiles reports on statistics and evaluates results for the strategic plan.
- Serves as the alumni community manager for social media sites, ensuring compliance with federal guidelines. Create and curate content according to alumni's interest and Department goals/objectives.
- Promotes membership on the Bureau of Education and Cultural Affairs - led State Alumni Website, [alumni.state.gov](http://alumni.state.gov). Devises strategies to creatively market the website and its features.
- Use marketing strategies to advertise the Alumni Engagement Innovation Fund (AEIF) annual competition and encourage local participation.
- Encourage greater participation by alumni in sharing their U.S. experience during pre-departure briefings, debriefings, and outreach events aimed at specific target audiences.
- Promote and develop a nationwide network of USG alumni and travel as necessary to reinforce relationships with alumni throughout Peru, as well as support regional alumni activities.
- Assist in the formation, development, and sustainability of alumni associations and inter-association cooperation and networking
- Identify potential alumni candidates for the International Exchange Alumni Member of the Month Award and manage the selection and presentation process for the award.

- Write and post relevant alumni accomplishment stories for the State Alumni and the social media, to demonstrate the positive impact of USG exchange programs.
- Coordinate with American Spaces (Bi-Nationals Centers) and EducationUSA in the country, to exploit resources to benefit alumni and potential program participants.

**b) ALUMNI PROJECTS - 30%**

- As a Grants Officer Representative, the incumbent is responsible for administering alumni projects, budget revision and the preparation of documents needed to award federal assistance actions.
- Monitors grants to ensure proper management, performs grant site visits and reviews financial reports. Serves as a liaison between grant recipients and Department grant administrators.
- Prepares interim and final reports for projects funded through ECA Alumni competitions and reports them to the Alumni Affairs Division and Embassy Grants Officers.
- Submits competitive project proposals to obtain funds through the Mission-Driven Alumni Outreach competition. This includes handling administrative issues such as selecting suppliers, negotiating prices, venues and others.
- Reviews alumni proposals, budget estimates, and project timelines and advises potential grantees about best practices to compete for AEIF and Mission-Driven Alumni competitions.
- Responsible for identifying and ranking in-country project proposals to represent Peru in the global AEIF competition.
- Creates and maintains partnerships with local and international NGOs, civil society, and private sector enterprises to develop partnerships aimed at supporting alumni activities.

**c) ALUMNI ACTIVITIES - 30%**

- In cooperation with the CAO and PAS staff, the incumbent plans alumni events and develops and organizes receptions, conferences, workshops and other events to integrate USG alumni into Embassy programming.
- Works with alumni to develop community-based outreach activities/volunteer events.

- Organizes alumni events for PAS, Front Office, general Mission staff, and selected VIP visitors.
- Involves alumni in the development of programs from the different PAS Offices by selecting and inviting alumni as speakers or specialists in the area of expertise needed for carrying out PD programs.
- Designs communication and promotional materials, invitations, publications, flyers, banners and certificates. Controls and oversees Alumni promotional items produced by Washington and Post.
- Reports alumni activities and results in the Mission Activity Tracker (MAT) to measure frequency and achievements of public diplomacy outreach.

**d) ALUMNI CONTACTS - 15%**

- Updates and maintains country specific ECA and non-ECA alumni records in the State Department's Alumni Archives to help the Mission track and sustain effective relationships with USG exchange program alumni.
- Search and complete missing information about alumni records in the Alumni Archive ensuring database accuracy, merging records and eliminating duplicated data.
- Track and share information about prominent alumni with the WHA Alumni Coordinator and the CAO. Ensure information concerning prominent alumni is registered in the Alumni Archive.
- Provide instruction for alumni seeking to register on [alumni.state.gov](http://alumni.state.gov) and Post's alumni-related social media.