

ANNOUNCEMENT NUMBER: 36-15

OPEN TO: All Interested Candidates

FROM: Leilani Boyle, Human Resources Officer

POSITION: Digital Engagement Specialist, FSN-08*/FP-06**

OPENING DATE: November 30, 2015

CLOSING DATE: December 14, 2015

WORK HOURS: Full-Time; 40 hours/week

SALARY: *Ordinarily Resident (OP) QRs. 130,854 p.a. (starting salary)
**Not-ordinarily Resident (NOR): US \$45,487 p.a. (starting salary)

ALL ORDINARILY RESIDENT (OR) APPLICANTS (See *Appendix A for definition*) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

The U.S. Embassy in Doha, Qatar is seeking an individual for the position of Digital Engagement Specialist in the Public Affairs Section. All applicants with a current work permit must be able to transfer their sponsorship without objection from their current employer. Overseas applicants, once selected will need to obtain a work visa from abroad.

BASIC FUNCTION OF POSITION

Supports the Information Officer (IO) in conducting online public diplomacy (PD) by designing, implementing, and maintaining U.S. Mission to Qatar's online presence, and digital engagement strategies and activities to best contribute to the Mission's public communication goals; communicates key messages online on behalf of the entire Mission. Coordinates the gathering, analysis, and reporting of open source information on social media upon request. Maintains key Mission contacts related to the portfolio area (innovation/digital space) and recommends relevant established contacts for various Mission programs. Manages projects, events, or visiting U.S. speakers related to the portfolio area.

The complete position description listing all duties and responsibilities is [here](#).

QUALIFICATIONS REQUIRED

1. Education: Four years of full-time study with a university degree to include graphic design, digital media, political science, international affairs, marketing and communications.
2. Prior Work Experience: Minimum of 3 years progressively responsible professional experience in a field involving public outreach or the development and communication of

messages designed to achieve strategic goals, with proven skills in applied online media technologies.

3. Language Proficiency: Level IV (fluent: read/write/speak) in English and Arabic.

4. 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 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 digital cameras, specialty software, laptops and tablets, kindle e-readers, and other relevant IT hardware.

5. Abilities and Skills: Expertise with HTML, CSS, and familiarity with other website development languages, authoring and editing software (e.g. Adobe Creative Suite, including Photoshop, Premiere, Illustrator, Javascript, ASP, PHP, etc.); expertise with website authoring and analysis tools (e.g. statistical measurement packages; Google Analytics and Google Webmaster Tools; Twitter Analytics and Hootsuite); expertise with new media channels, communications protocols ('netiquette'), and online monitoring and search techniques expertise with use of MS Office and graphic 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. Familiarity with project management techniques. Ability to work independently, prioritize and organize work in order to meet urgent deadlines; problem solve; demonstrate initiative and work across a wide customer base (both internal and external). Considerable initiative required in maintaining digital engagement channels at peak effectiveness; in developing new, and refining existing, communication strategies; in analyzing suitability or prospective digital engagement tools; in identifying and obtaining information needed from other offices; and in recognizing and reporting relevant online trends and information. This position requires work flexibility, including working weekends and holidays.

SELECTION PROCESS

When qualified, applicants who are U.S. Citizen Eligible Family Members (USEFMs) and/or preference-eligible U.S. Veterans are given a preference in hiring. Therefore, it is essential that these applicants make themselves known as having a hiring preference and specifically address the required qualifications above in their application.

ADDITIONAL SELECTION CRITERIA

1. Management may consider the following when determining successful candidacy: nepotism, conflict of interest, budget, and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or

Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.

3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.

TO APPLY

Interested candidates for this position must submit the following for consideration of the application:

1. Universal Application for Employment as a Locally Employed Staff or Family Member ([DS-174](#)); and
2. Any additional documentation that supports or addresses the requirements listed above (e.g., essays, certificates, awards).
3. Candidates who claim US Veterans preference must provide a copy of their **Form DD-214** with their application. Candidates who claim conditional US Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
4. If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the [DS-174](#).

Failure to do so will result in an incomplete application.

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- H. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (Yes or No)
- J. Special Accommodations the Mission needs to provide
- K. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills

- R. Work Experience
- S. References

PLEASE SUBMIT YOUR APPLICATION OR ANY INQUIRIES TO

HRODoha@state.gov

POINT OF CONTACT

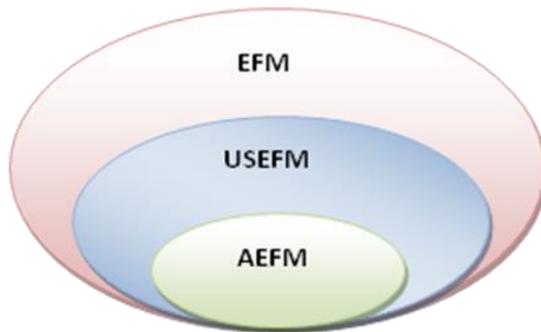
Telephone: (+974) 4-488-4101 Ext. 6738 or 6712

EQUAL EMPLOYMENT OPPORTUNITY:

The US Mission in Doha provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Appendix A - DEFINITIONS



This diagram demonstrates how an Appointment Eligible Family Member (AEFM) is also a US-citizen Eligible Family Member (USEFM) as well as an Eligible Family Member (EFM).

1. **Eligible Family Member (EFM):** An EFM for employment purposes is defined an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term “child” shall include, in addition to natural offspring, stepchild, adopted child, and a child under legal guardianship of employee, spouse, or same-sex domestic partner when such child is expected to be under legal guardianship until 21 years of age and when dependent upon and normally residing with the guardian; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

2. **US Citizen Eligible Family Member (USEFM):** A USEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is

permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; **or**

- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

3. **Appointment Eligible Family Member (AEFM)**: An AEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**
- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does NOT currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

4. **Member of Household (MOH)**: A MOH is an individual who meets **all** of the following criteria.

- A MOH is someone who accompanies or joins a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and
- A MOH must be officially declared to the COM by the sponsoring employee as part of his/her household; and
- A MOH is under COM authority;
- A MOH may include a parent, unmarried partner, other relative, or adult child;
- A MOH may or may not be a U.S. Citizen;
- A MOH is **not** an EFM;
- A MOH is **not** listed on the travel orders or approved Form F-126 of a sponsoring employee.

5. **Not Ordinarily Resident (NOR)** – An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and

- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

6. **Ordinarily Resident (OR)** – An individual who meets the following criteria:

- A citizen of the host country; or
- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.

EFMs without US Social Security Numbers are also OR. All OR employees, including US citizens, are compensated in accordance with the Local Compensation Plan (LCP).

POSITION DESCRIPTION LISTING ALL DUTIES AND RESPONSIBILITIES

POSITION TITLE: Digital Engagement Specialist	POSITION GRADE: FSN 08 FP 06
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Digital Engagement/Social Media (35%)

Under the supervision of the Information Officer (IO), and with the support of the A/V Assistant, manages and directs Mission social media presence and digital outreach efforts. Develops and implements long-term digital outreach and communication strategies, including a yearly social media thematic calendar, to meet Mission strategic goals and improve the relationship with host country audiences. Responsible for drafting and posting social media messages relevant to Mission priorities and activities in English and in Arabic. Collects data using Twitter Analytics, Hootsuite and other tools to measure audience engagement with U.S. Embassy social media properties, makes policy and content recommendations to IO based on these statistics. Stays current with USG internal and external social media policy and communications goals, the U.S.-Qatari bilateral relationship, and the PD environment so as to refine and/or amend continually the digital engagement strategic plan, and manage site content. Maintains liaison with Washington offices, including NEA/PPD, IIP, and PA/ODE, to ensure that social media activity addresses policy priorities and is conducted in accordance with global social media policies. Working especially with the IO, Public Affairs Officer (PAO), and other colleagues as appropriate, assures online consistency and integration with all Mission mass communications efforts and strategies. Works directly with senior leaders in the Mission, including in the front office and other section/agency heads, to support their outreach efforts and develop synergies with their mass communications efforts. Supports and provides recommendations to other Mission website stakeholders (e.g. Consular, Political/Economic, U.S. Commercial Service, EducationUSA), on their website and online communications best practices as appropriate to their content and needs.

Open Source Reporting (35%)

Manages the gathering, analysis, and reporting on all open source information in Qatar, and the Gulf Region when appropriate, through daily monitoring and engagement with social media sites. Utilizes analytical software to review and report on current social media trends and to make suggestions for redirecting Mission social media content. Creates innovative reporting tools, such as a weekly Social Media Trends report, and contributes to other Mission reporting cables by cataloguing, analyzing, and synthesizing information gathered from social media channels in order to expand and deepen U.S. Government understanding of Qatari public opinion and current events.

Key Relationships and Project Management (15%)

Cultivate a network of leading Qatari social media professionals and engages them to amplify Mission digital messaging. Develops and implements a series of digital engagement seminars to strengthen external relationships in the portfolio area, and advance Mission goals. Recommends relevant established contacts for various Embassy programs (including but not limited to having contacts support embassy's event and/or providing grant/funding opportunities to contacts that fit within Mission goals). Identifies future leaders in the field in order to explore new outreach methods and create public-private partnerships for the Mission. Helps manage any events or visiting U.S. speakers related to the portfolio area, and recommends key Qatari contacts in social media and digital engagement for relevant USG exchange programs.

Innovation and New Technologies (10%)

Conducts research and, leveraging emerging technology and social trends, develops online engagement approaches and outreach strategies to convey desired messages to public audiences, while keeping abreast of host country developments in digital engagement. Works with Department of State IIP colleagues in early adoption testing of future DOS online platforms. With A/V Assistant, directs and produces short videos and other content in conjunction with a social media thematic calendar. Initiates and leads Embassy Creative Team and Social Media Working Group to foster collaboration across sections to further outreach goals.

General Support and Training (5%)

Provides general guidance and support to the IO on issues and tasks relevant to the portfolio. Trains Mission Foreign Service Officers and Locally Engaged Staff as needed on best practices relating to social media communication, monitoring, and reporting. Any other job related duties as assigned.