

### 13. BASIC FUNCTION OF POSITION

Under the direct supervision of the Information Officer, the Information Assistant performs a variety of activities in support of Mission media strategy and public diplomacy initiatives. Coordinates post's information program with all media and provides outreach via Embassy newsletter.

### 14. MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

1. Reviews daily print media, internet outlets, and television programs, as well as foreign media coverage of Turkmenistan; provides summary of USG-related reports and distributes important news related to Turkmenistan to Mission and Department employees; records and, where necessary, translates and transcribes television and radio news and WorldNet broadcasts for the Ambassador and other Mission officers. Prepares media reaction report for Washington on issues of interest to the USG. Maintains list of media placements, prepares clippings of all major placements. **(40%)**
2. Manages Embassy social media presence on Mail.ru, YouTube, and other social media outlets as well as serving as backup manager of Embassy Facebook and Internet sites. **(20%)**
3. Develops and maintains working-level contacts with principal local media outlets as well as with Ministry officials. Works with IO and PAO to coordinate media coverage for Public Diplomacy programs; assists with exchange programs involving media personnel. Provides analysis of Turkmenistan's media environment including the Internet and other emerging communication technologies. **(15%)**
4. Organizes press conferences, briefings, and interviews, including identifying venues, inviting journalists, drafting press release and other releasable materials and drafting follow-up media placement report. Translates for USG officials during interviews, press conferences, and other media events. Assists PAO, IO, and other American officers in providing effective media support for official visits and visits by USG Cabinet-level and other important visitors. **(10%)**
5. Serves as primary Embassy official responsible for photography and videography at official events and programs. **(10%)**
6. Performs additional duties as and when required by the Public Affairs Officer or Cultural Affairs Officer in support of Public Diplomacy programs and overall Mission goals **(5%)**

### 15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. **Education:** University degree in journalism, political science, the liberal arts, economics, international relations or related fields is required.
- b. **Prior Work Experience:** Two years of work experience in media, communications, political, diplomatic, publishing, editing or related field.

- c. **Post Entry Training:** Available and applicable USG-sponsored courses at FSI, RPO/Vienna, RSC Frankfurt or other sites. PAS and American officers will provide OJT regarding public diplomacy regulations, post priorities and programs as appropriate.
- d. **Language Proficiency:** Level IV proficiency in written and spoken English is mandatory. In addition, the incumbent should have a minimum of Level IV proficiency in both written and spoken Russian and Turkmen.
- e. **Job Knowledge:** The incumbent must have a good understanding of Turkmenistan's media, political, economic, social and educational structures and working knowledge of USG policy with respect to Turkmenistan. Must understand the political sensitivities of both countries with a view to effectively addressing the differences between them. The incumbent must be familiar with media (print, radio and television) operations in Turkmenistan. The incumbent must have a working knowledge of public diplomacy regulations, procedures and programs.
- f. **Skills, and Abilities:** Must have the ability to initiate working level contacts in media and government circles. Must be able to anticipate Mission and local need for information materials, and coverage of news events. Ability to adapt, translate and write media summaries, press releases, correspondence and other informational materials in English, Russian and Turkmen.

#### 16. POSITION ELEMENTS

- a. **Supervision Received:** From Information Officer and Public Affairs Officer.
- b. **Supervision Exercised:** none
- c. **Available Guidelines:** Agency handbooks provide guidance on professional and technical issues. The incumbent can seek guidance from the supervisor.
- d. **Exercise of Judgment:** The incumbent should have a well-developed sense of professional and personal propriety, and be able to exercise initiative and responsibility in media related matters.
- e. **Authority to Make Commitments:** None
- f. **Nature, Level, and Purpose of Contacts:** Working level contacts with local and international media representatives (journalists) and government media professionals.
- g. **Time Expected to Reach Full Performance Level:** Six months to one year