



Embassy of the United States of America
Kyiv, Ukraine

JOB OPPORTUNITY ANNOUNCEMENT

042

Date: August 29, 2014

TO: ALL MISSION PERSONNEL
FROM: MAURA PELLET– HUMAN RESOURCES OFFICER
SUBJECT: INFORMATION ASSISTANT (SOCIAL MEDIA ANALYST)

Employees are invited to apply for this position or refer *qualified and eligible* candidates to the Embassy Human Resources Office. *Application procedure* is outlined at the end of this notice. Questions should be directed to the Human Resources Office.

POSITION TITLE: INFORMATION ASSISTANT (SOCIAL MEDIA ANALYST)
OPEN TO: ALL INTERESTED CANDIDATES
GRADE LEVEL: FSN-07, FP-07* (Full Performance Level)
WORK HOURS: Full Time, 40 hours per week
POSITION TYPE: Permanent
OFFICE LOCATION: Public Affairs Section
OPENING DATE: Immediate
DEADLINE: September 12, 2014 at 6 P.M. Kyiv Time

**FP –07 is subject for confirmation with Washington.*

IMPORTANT ELIGIBILITY NOTE:

ALL U.S. CITIZEN, WHO ARE ORDINARILY RESIDENTS IN UKRAINE AND THIRD COUNTRY NATIONAL APPLICANTS MUST HAVE THE REQUIRED RESIDENCY PERMIT TO BE ELIGIBLE FOR CONSIDERATION. SUCH APPLICANTS ARE REQUESTED TO ATTACH COPY OF THEIR *RESIDENCY PERMIT* TO THE APPLICATION.

BASIC FUNCTION OF POSITION:

As a member of the Public Affairs Section's New Media Unit, provides in-depth, strategic analysis for Embassy social media usage. This extends to daily postings and replies to those postings, as well as to broader trends of demographics and audience composition. Uses this strategic analysis to enhance the effectiveness of Embassy social media outreach. Serves as the wall moderator and poster for Facebook, including the posting of scheduled messages. Manages Instagram postings. Oversees the webmaster mailbox. In conjunction with the Consular Section and other Embassy sections and agencies, develops standard responses to FAQs on Embassy social media platforms. Proofreads translations to/from English/Ukrainian/Russian.

MAJOR DUTIES AND RESPONSIBILITIES:

- Replies to online questions and comments in order to provide a true interactive experience for Embassy online site visitors.
 - Moderates and posts on the Embassy's Facebook page, including the posting of scheduled messages.
 - Manages Instagram postings.
 - Oversees the webmaster mailbox, ensuring that questions and comments are directed to the appropriate Embassy sections and offices.
 - In conjunction with the Consular Section and other Embassy sections and agencies, develops standard responses to FAQs on Embassy social media platforms. **30 %**
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- Tracks and analyzes all Embassy social media postings and replies to them, e.g. on Facebook, YouTube, Twitter and other sites.
 - Investigates characteristics of demographics and audience composition (e.g. age, gender, location) and determines trends (sentiment, views, comments).
 - Using this analysis, advises the Assistant Information Officer (AIO), the Information Officer (IO) and the Public Affairs Officer (PAO) on new, best or tweaked approaches for reaching online audiences.
 - Flags key daily posts for the Front Office and other Embassy and/or Department offices to demonstrate how Ukrainian and Ukrainian-oriented pages are trending. **30 %**
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- Manages the Embassy's Instagram account and other new, emerging social media platforms.
 - Works with the Cultural Affairs Officer (CAO) and the IO to identify upcoming events that merit social media coverage.
 - Provides guidance and support for these events, e.g. identifying desirable shots for posting to Instagram. **10 %**

- Proofreads outgoing Public Affairs Section material to ensure the accuracy of translations to/from English/Ukrainian/Russian. **10 %**
- Scans the web for Ukraine-related news articles in open-source and Western media.
- Compiles them for distribution.
- Translates to/from English/Russian/Ukrainian if required.
- Responds to Front Office taskings for searches in open-source and Western media. **10 %**
- Other duties as assigned, including translation and interpretation. **10 %**

REQUIRED QUALIFICATIONS:

EDUCATION:

A four-year college degree in library science and/or information science, information technology, computer science, sociology, or applied math is required.

WORK EXPERIENCE:

Three years of progressively responsible experience in information management and the use of emerging information technologies and electronic media resources.

LANGUAGE:

Level IV (fluent) in English, Ukrainian and Russian is required.

KNOWLEDGE:

Basic knowledge of U.S. Embassy structure and procedures. Good knowledge of: U.S. reference and resource materials in the subject areas emphasized in the Mission Strategic Plan; current trends and developments in information science and technology; electronic retrieval and delivery tools, in particular the Internet, Web 2.0, social media and standard information science practices and procedures. Research requires good knowledge of Ukraine, foreign affairs, and U.S. foreign policy.

SKILLS AND ABILITIES:

Service orientation. Social media skills. Copywriting and translating skills. Ability to carry out online searches and respond rapidly to requests. Ability to work effectively with Americans and LES; to independently carry out assigned responsibilities; to maintain contact with target audiences. Analytical and creative thinking skills. Ability to prioritize. Knowledge of computer hardware and software. Basic typing skills. Good public speaking skills for conducting training and making presentations.

APPLICATION AND SELECTION PROCESS:

✓ Effective August 1, 2010 Office of Overseas Employment announced new Universal Application for Employment (DS-174) as a **mandatory** application for any locally recruited positions. To apply for this position all interested candidates should fill out the DS-174 **in English** and submit it to the Embassy Human Resources Office by **COB September 12, 2014**. The new DS-174 is available on the official U.S. Embassy website under the Employment Opportunities section: <http://ukraine.usembassy.gov/job-opportunities.html>.

Universal Application for Employment (DS-174) can be filled out electronically and emailed to: KyivHR@state.gov or faxed to: [521-51-55](tel:521-51-55).

Note: Only those applications that are received in the Human Resources Office *before* the closing date will be eligible for consideration. Any application package that doesn't include complete DS-174 will be considered incomplete and will not receive further consideration for recruitment.

ADDITIONAL SELECTION CRITERIA:

- Actual hiring for this job is subject to funds availability and should be confirmed by an appropriate bureau before a job offer is made.
- Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
- Current employees serving a *probationary period* are not eligible to apply for this position.
- Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
- US Citizen EFMs who are currently employed under *Family Member Appointment* (FMA) must work for 90 calendar days in their current position before being able to apply for advertised position.
- US Citizen EFMs and NORs who are currently employed under *Personal Services Agreement* (PSA) must work for 90 calendar days in their current position before being able to apply for advertised position.
- **U.S. Veterans and U.S. Citizen EFMs will be given preference in hiring over other equally qualified candidates in accordance with Section 301 (c) of the Foreign Service Act of 1980.** Candidates who claim *U.S. Veterans hiring preference* must provide a copy of their Form DD-214 with their application. Candidates who claim U.S. Citizen EFMs hiring preference should indicate their EFM status in the application form.
- All qualified EFM candidates will be interviewed by the Post Employment Committee and the hiring office. The PEC selects the candidate for the position and conveys that selection to the Front Office for concurrence.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

The U.S. Mission in Kyiv 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.

CLEARED: JHallock - PAS (by e-mail)