

INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST Panama	2. AGENCY State/Public Diplomacy	3a. POSITION NO. A 73023
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3b. SUBJECT TO IDENTICAL POSITIONS? AGENCIES MAY SHOW THE NUMBER OF SUCH POSITIONS AUTHORIZED AND/OR ESTABLISHED AFTER THE "YES" BLOCK. Yes No

4. REASON FOR SUBMISSION

a. Redescription of duties: This position replaces
Position No. _____, _____ (Title) _____ (Series) _____ (Grade)

b. New Position

c. Other (explain) _____

5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date (mm-dd-yy)
a. Post Classification Authority	Social Media Coordinator, 6105	FSN-7	MAM	02/23/10
b. Other				
c. Proposed by Initiating Office PAS	Social Media Coordinator, 6105			

6. POST TITLE POSITION (if different from official title) Social Media Coordinator	7. NAME OF EMPLOYEE
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8. OFFICE/SECTION Public Diplomacy	a. First Subdivision Cultural Affairs Section
b. Second Subdivision	c. Third Subdivision

9. This is a complete and accurate description of the duties and responsibilities of my position. _____ <small>Typed Name and Signature of Employee Date(mm-dd-yy)</small>	10. This is a complete and accurate description of the duties and responsibilities of this position. _____ <small>Typed Name and Signature of Local Supervisor Date(mm-dd-yy)</small>
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11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position. _____ <small>Typed Name and Signature of American Supervisor Date(mm-dd-yy)</small>	12. I have satisfied myself that this is an accurate description of the position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards. _____ <small>Typed Name and Signature of Human Resources Officer Date(mm-dd-yy)</small>
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13. BASIC FUNCTION OF POSITION

Under the guidance and supervision of the Information Assistant, the incumbent is responsible for developing, maintaining, and marketing the Embassy's social/new media outlets (Facebook, Twitter, Blogs, Podcasts) on a regular basis and reporting on website and social media outlet traffic for specific pages of interest.

14. MAJOR DUTIES AND RESPONSIBILITIES	% OF TIME
See attached	

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15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. Education:
Two years of college studies or university in communications, graphic design, advertising, marketing, public relations, or journalism is required.
- b. Prior Work Experience:
Six months of prior office experience working in an office environment with information technologies is required.
- c. Post Entry Training: FSI Media Training
- d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization(sp/read):
Level III (Fluent) speaking/reading/writing English language is required. Level IV (Fluent) speaking/reading/writing Spanish language is required.
- e. Job Knowledge: Solid knowledge of social media (Facebook, twitter), as well as State Department systems and the educational, social and political structures of Panama is required. Knowledge of ECA program procedures and policies are required. Must know how to use MS Suite applications, design, create and maintain a Facebook page, create and operate contact management databases, and know how to navigate the Internet and other on-line media sources. Excellent knowledge of the current state of information technology, public diplomacy programs, public affairs techniques, outreach activities and products is required. Familiarity with scanners, digital cameras, copiers and a range of printers is required. High level of creativity and ability to edit and adapt existing resources quality pictures for social media and blog 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. Good writing skills.

16. POSITION ELEMENTS

- a. Supervision Received: Directly supervised by the Information Assistant.
- b. Supervision Exercised: None
- c. Available Guidelines: Mission Performance Plan, guidance from the Office of New Media in IIP and the Social Media Practitioner Community at State.
- d. Exercise of Judgment: None
- e. Authority to Make Commitments: Does not have authority to represent the Public Affairs Section and to commit USG resources to programs.
- f. Nature, Level, and Purpose of Contacts: Maintains contacts with alumni groups and social media users.

g. Time Expected to Reach Full Performance Level: Six months.

14. **MAJOR DUTIES AND RESPONSIBILITIES**

Develops, maintains, and markets the Embassy's social/new media outlets (Facebook, Twitter, Blogs, Podcasts) on a regular basis and reports on website and social media outlet traffic for specific pages of interest.

Tailors messages to the desired audience being reached through new media and works with the Press Section to develop and expand the Embassy's electronic outreach using new media.

Uses social media to increase support for Public Diplomacy and other Embassy programs and promotes effective use of social/new media technologies in communicating with the public.

Develops creative ways to use new media to engage with alumni and future program applicants from the wide range of State Department programs, especially, but not limited to youth programs .