

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 USAID	3a. POSITION NO. 525-PSC-75
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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. Reclassification 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 USAID/Panama	Development Outreach Communications Specialist - 4005	FSN-10	ec	04/20/2010
b. Other				
c. Proposed by Initiating Office USAID/Panama- PROG	Development Outreach Communications Officer	FSN-11	sam	04/19/2010

6. POST TITLE POSITION (if different from official title) Development Outreach Communications Specialist	7. NAME OF EMPLOYEE Vacant
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8. OFFICE/SECTION Program Office	a. First Subdivision
b. Second Subdivision	c. Third Subdivision

9. This is a complete and accurate description of the duties and responsibilities of my position. vacant _____ Typed Name and Signature of Employee Date(mm-dd-yy)	10. This is a complete and accurate description of the duties and responsibilities of this position. _____ Typed Name and Signature of Local Supervisor Date(mm-dd-yy)
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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. _____ Typed Name and Signature of American Supervisor Date(mm-dd-yy)	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. _____ Typed Name and Signature of Human Resources Officer Date(mm-dd-yy)
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13. BASIC FUNCTION OF POSITION

The Development Outreach and Communications (DOC) Officer reports directly to the Supervisory Program Officer or his/her designee. The DOC will serve as the Mission's principal liaison with all strategic objective teams and implementing partners, providing leadership in the development and implementation of the Mission's overall outreach and communications strategy. He/she collaborates closely with the U.S. Embassy Public Affairs Section (PAS) and Press Officer to ensure that Embassy personnel are aware of USAID public activities and projects. He/she will coordinate with PAS on branding to the extent that Agency regulations and policy allow. The DOC serves as the primary liaison with USAID's Bureau for Legislative and Public Affairs in Washington, D.C. The incumbent will be a key member of the Mission's management team.

The DOC Officer works closely with the technical offices and USAID-implementing partners to support USAID/Panama in the achievement of its objectives by producing and disseminating public information about the Mission's activities for Panama and American consumption to educate and promote a better understanding of USAID programs. The DOC Officer will collect, manage, and distribute information associated with the USAID development, humanitarian and emergency assistance programs. The DOC Officer also facilitates public speaking events, gives speeches as requested and translates and/or edits documents from/to English and Spanish. The DOC Officer serves as the Mission's primary

14. MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

(See continuation sheet)

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

a. Education:

University degree in Political Science, Liberal Arts, Journalism, Social Communications, or International Relations is required.

b. Prior Work Experience:

A minimum of five years of professional experience in an international setting is required (international organization, corporation, government, or NGO). Proven experience in disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public; facilitation experience is strongly desirable .

c. Post Entry Training:

USAID Communication policies, regulations and procedures. Writing effectively in the standard USG writing style.

d. Language Proficiency:

Level IV (Fluent) Speaking/Reading/Writing English language is required. Level IV (Fluent Speaking/Reading/Writing Spanish language is required. (Testing will be conducted to determine the qualifications).

e. Job Knowledge:

The successful candidate must be capable of crafting information messages in various media formats (press releases, websites, stories, etc.) targeting a variety of audiences. Outstanding coordination and organizational skills within multi-cultural work environment are required. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. The incumbent will be expected to perform at the highest levels with minimal supervision and daily direction. He/she will be expected to demonstrate a strong sense of initiative and teamwork.

f. Skills, and Abilities:

Candidate must have a proven ability to communicate quickly, clearly and concisely, both orally and in writing, including the preparation of public information materials; the highest level of interpersonal skills and written and oral communication skills are required. The incumbent will be expected to have superb computer skills and the ability to work in all of the Microsoft Office Suite applications.

16. POSITION ELEMENTS

a. Supervision Received: Incumbent will report to the Supervisory Program Officer or his/her designee, but the incumbent is expected to work independently in carrying out responsibilities.

b. Available Guidelines: Foreign Affairs Manual (FAM), Foreign Affairs Handbook (FAH), Automated Directives System (ADS), Mission Orders and Mission Notices and Graphics Standard Manual.

c. Exercise of Judgment: Projects assigned to incumbent include a variety of duties and processes requiring extensive exercise of judgment, decision-making, and communications management with minimal direction.

d. Authority to Make Commitments: Yes, for communications-related services procured but not for obligation of funds.

e. Nature, Level, and Purpose of Contacts: Personal contacts are with U.S. Embassy personnel up to the highest levels, USAID/Washington personnel, partners, implementers, and institutional contractors and senior officials of the Government of Panama. Interacts with local and international press contacts.

f. Supervision Exercised: None

g. Time Expected to Reach Full Performance Level: The first twelve months of employment will be considered a probationary period. The incumbent is expected to perform the full range of duties within this period.

14. MAJOR DUTIES AND RESPONSIBILITIES (Cont'd)

100%

1. Work closely with the U.S. Embassy Public Affairs Section, USAID Mission and partners to achieve maximum exposure and understanding of U.S. humanitarian and development assistance efforts and initiatives in Panama, as defined by the Chief of Mission and USAID Mission Director.
2. Develop, design and implement the Mission's communications and outreach strategy to increase understanding of, and support for, USAID programs to external target audiences. Manage all outreach and communications-related contracts for the implementation of the strategy.
3. Ensure target audience awareness of programs and projects funded by USAID throughout Panama.
4. Provide USAID/Washington and the Embassy with information on programs, including Weekly Notes to the Ambassador and the LAC Assistant Administrator.
5. Advise the Mission Director and other USAID staff on press and media relations in collaboration with the Embassy Public Affairs Section. Ensure a targeted, coherent, and consistent message from all USAID staff and partners.
6. Monitor local and international press coverage, awareness and attitudes of USAID programs and monitor effectiveness of the communications strategy. Provide feedback to inform ongoing activities and future programming.
7. In collaboration with and under the guidance of the PAO and Information Officer, serve as the principal USAID contact for representatives of the local and international media in Panama to promote story ideas and feature stories on USAID programs. As appropriate, organize media tours and facilitate contacts among members of the media and USAID implementers to encourage in-depth coverage of USAID programs in the local and international media.
8. In conjunction with Embassy Public Affairs Section, Mission Director, technical teams and implementing partners, organize and coordinate press events for USAID projects, such as inaugurations, ribbon-cutting, and completion of projects, including writing press releases, organizing background briefings for media, compiling and disseminating press packets, dealing with protocol issues, site selection, staging and logistical issues, identifying and scheduling speakers, liaison with U.S. and local government officials and on-site coordination of media. Follow-up with media to ensure coverage of public events.
9. In coordination with relevant Mission staff, draft and/or edit all speeches and scene setters for the Mission. Provide training to Mission staff on best practices in speech writing.
10. The incumbent will be responsible for managing all of USAID/Panama's branding efforts and will assist USAID staff and contractors in developing appropriately branded public information and events, and organize branding workshops to explain and ensure proper implementation of branding guidelines.
11. Establish and maintain contacts with donor representatives and other U.S. government agencies to collect information for reports.
12. Maintain a calendar of USAID program events in close coordination with implementing partners and the Cognizant Technical Officers Representative (COTR).
13. Assist USAID staff and contractors in developing appropriate public information programs. Design, develop, and disseminate all outreach materials and activities to promote USAID programs to target audience and media, including outreach folders and fact sheets, newsletters, brochures, website, photo essays, video and public service announcement campaigns for broadcast and print media.
14. Travel to the field to get to know projects and capture success stories for dissemination through website, outreach folders and to media.
15. Along with other members of the Mission, serve as a Point of Contact for site visits by official visitors from the U.S. Embassy, USAID/Washington, and other agencies. Coordinate VIP site visits as necessary. Lead the preparation of schedules, briefing materials, scene setters, briefings with partners, constituents, and other donors.

16. Manage all logistics related to visits and accompany visitors as required.
17. As directed by the Mission Director, and in collaboration with PAO, respond to inquiries from the general public and media about USAID programs, practices, and any other general information requests.
18. Translate development outreach and communications materials from English to Spanish and Spanish to English. Such documents could include, but are not limited to: speeches, press releases, briefing materials, fact sheets, articles, success stories, website content, etc.
19. Extract and summarize documents from Spanish to English and English to Spanish.
20. Provide facilitation services, often in Spanish and English, for USAID/Panama as needed.
21. Maintenance of USAID/Panama's internal and external websites. Participate in website quality control such as ensuring links are functional and pages are loading properly. Develop and implement a marketing plan which maximizes the number of visitors to the sites.
22. Will directly supervise interns as assigned, and will mentor/train new Foreign Service Officers. Responsible for monitoring and evaluating the performance of these staff.