



**5. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE**

- a. Education: University degree in Journalism, Liberal Arts, Sciences, Political Science, International Relations, or Business Administration is required.
- b. Prior Work Experience: Five years of progressively responsible experience in the field of public affairs or communications as journalist, public relations or advertising specialist (or combination thereof) is required.
- c. Post Entry Training: None
- d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read): Level IV (fluent) Speaking/Writing English is required. Level IV (fluent) Speaking/Writing Spanish is required.
- e. Job Knowledge: Comprehensive knowledge of host country's political, economic, social and educational structures is required. Thorough understanding of domestic and international media is required. Familiarity with highest-level Panamanian media figures/outlets and government public affairs officials is required.
- f. Skills and Abilities: Personal standing and prestige among media personnel is required. Ability to develop and maintain extensive high-level contacts is required. Ability to advise American officers on information programs and on trends and reaction in the media is required. Ability to advise on the selection and release of informational materials to the public and the news media is required. Ability to relay politically sensitive responses to the media in a confident and articulate manner is required.

**16. POSITION ELEMENTS**

- a. Supervision Received: General supervision by Information Officer.
- b. Supervision Exercised: One Audio Visual technician
- c. Available Guidelines: High degree of autonomy in decision-making based on general guidance by IO and PAO in support of Mission Performance Plan.
- d. Exercise of Judgment: Exceptional, independent sophisticated judgment is essential and expected, in this politically sensitive society.
- e. Authority to Make Commitments: May make initial commitments in resources and personnel, to be confirmed by IO or PAO.
- f. Nature, Level and Purpose of Contacts: Must have extensive personal contacts at the highest level of local media, as well as solid contacts in government and private sector to ensure timely communication of USG policies and positions.
- g. Time Expected to Reach Full Performance Level: 1 (one) year.

(Continuation sheet)

Acts as principal point of contact for PAS with media representatives and public affairs officials in government the private sector agencies and other organizations. Responds to queries, according to approved guidelines, and in consultation, with the PAO and IO. Coordinates bilateral events and press releases with government ministry public affairs officers. Organizes briefings for local as well as U.S. and international journalists. Serves as liaison between the Ambassador and reporters at major public events. Serves as primary liaison for VOA correspondents covering Panama and in facilitating their access to key Panamanian leaders and newsmakers.

(25%)

Coordinates PAS participation in satellite television, digital video, and radio programming ensuring wide dissemination of policy information to target audiences. Organizes coverage of PAS and mission programs – from speakers to workshops to television or DVC inter actives -- as well as of Mission news conferences and background briefings. Serves as coordinator, linking Washington and Panamanian panelists during interactive programs.

(15%)

Organizes and schedules press conferences, interviews, and briefings for Mission officers, visiting U.S. government officials, and PAS speakers or performers. Writes press releases and press guidance for Mission events. Performs the final edit on the translations of ambassadorial speeches, press releases, and policy statements to be released to the media, ensuring accuracy to the original English and sensitivity to linguistic nuances and cultural sensitivities. Drafts correspondence for the PAO and IO.

(15%)

Monitors and reports on local media developments and coverage. Advises the PAO and IO on the personalities and political affiliations of media owners, executives, editors, and reporters, and on the content and slant of media reports and editorials. Alerts the PAO and IO of fast-breaking news, particularly on any issues that may involve U.S. policy and/or the Mission. Provides information and counsel to the Political Section for its annual Human Rights and Freedom of Religion reports on Panama, and the Narcotics and Law Enforcement Office annual reports. Routinely updates PAS's contact list of media owners, executives, and editors.

(10%)

Assists in coordinating programs for U.S. speakers in the fields of media and public affairs. Proposes and organizes workshops to improve the skills of reporters and Panamanian government public affairs officials. Nominates candidates for the International Visitors and similar programs in fields related to media and public affairs. Supervises the audiovisual technician and reviews each month the technician's log of equipment loaned to other Mission sections. In the absence of the IO, assumes many of the duties of the IO.

(10%)