

Development Outreach and Communications Specialist, FSNPSC-10
Program and Project Development Office
USAID/Nepal
Position Description

BASIC FUNCTION OF POSITION

The Development Outreach and Communication Specialist will work with the Senior Development Outreach and Communication Specialist in planning, designing, implementing and carrying out mission communication activities. S/he will draft information, content and/or products for public access, create and maintain the Mission’s public communication information systems (such as Facebook, public website, Twitter, etc.), act as a writer/editor for the Mission as needed, and fulfill requests for information from the media and public.

MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

100%

Assist the Outreach and Communications team of the Program and Project Development Office with activities including, but not limited to:

Public Information

- In consultation with the relevant and support technical offices, draft Mission briefing/publicity materials including the country profile, program/project fact sheets, “success story” one-pagers, and sector summaries.
- Proactively develop cutting-edge media materials, including videos and social media products.
- Organize outreach materials to ensure there are enough products on hand to be responsive to requests for information from Mission staff, Embassy Public Affairs, press and USAID Washington.
- Shoot and edit videos of USAID programs.
- Solicit information for success stories from USAID program managers and implementing partners. Draft and/or edit success stories with appropriate photographs. Coordinate with USAID Washington to upload the documents onto the website.
- Responsible for the ongoing design and update of the USAID/Nepal internal and external websites.
- Collect and organize content for the USAID/Nepal website and social media in coordination with Mission staff and implementing partners. Draft content for USAID’s website, making regular updates and offering recommendations for useful technical and/or informational modifications, and coordinating these with staff in the Mission and USAID Washington.
- Solicit information from mission staff to prepare and distribute weekly reports to USAID Washington, partners and USAID Nepal.

Communications information systems and database

- Manage Mission's communications information systems.
- Solicit input from various USAID offices, teams, and partners to help establish and maintain a database of project lists, partner lists, photo archives, presentations, site visit kits, press kits, etc.
- Monitor and ensure a regular supply of current outreach materials.
- Manage, organize and update the Mission's photo library, ensuring that a selection of high-quality photographs with appropriate content are available for USAID's reporting and public information needs.

Writing

- Write press releases, speeches, and talking points as required
- Write and organize background briefings for media.
- Coordinate with various partners and USAID teams to write and/or edit articles for globally distributed USAID news publications.

Media relations

- The incumbent will assist in reviewing the daily press for development topics and USAID news, prepare press clips and forward to the Mission Director and Program Office for the latest information on crucial topics.
- Assist with the set up and coordination of press conferences and field events related to USAID activities. This may involve participating in advance team planning activities, coordinating event schedules, ensuring staging requirements, and assisting with protocol requirements.
- Help prepare and update a standard information package on the USAID programs in Nepal for briefing and for distribution to the public and the media. Ensure that relevant USAID media products are contained in the kits when distributed at press events.

Events Management

- Expected to be proactive and offer innovative ideas for mission's promotion events. Assist with the organization and logistics of USAID sponsored events as assigned. Events may include: Journalist and student development exposure tours, VIP site visits, press conferences, round table discussions, celebration of international development days, leadership seminars, and photo exhibits.

QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. Education: A bachelor's degree is required. A degree in the field of communications, public relations or a related area is desirable. Masters level education in the related fields of journalism, communications or public relations is advantageous.

- b. **Prior Work Experience:** At least 3 years of relevant work experience in the field of public relations and corporate communications, demonstrating increasing responsibilities and knowledge.
- c. **Post Entry Training:**
- d. **Language Proficiency:** Level IV (fluent) in English is required. Level IV (fluent) in Nepali is required.
- e. **Job Knowledge:** Knowledge of MS Office software, web design, HTML and other media software packages (i.e. Photoshop, video editing software) is required. Experience using Facebook, Twitter, and YouTube (preferably for organizational outreach) is required. The successful candidate must be capable of crafting information messages in various media formats (press releases, websites, video, etc.) targeting a variety of audiences. A working knowledge of media relations, publishing and events planning fields.
- f. **Skills and Abilities:** Excellent written and oral English communication skills and interpersonal skills are required. Strong organizational skills, analytical abilities and initiative to prioritize and complete tasks and manage multiple projects with minimal supervision. Ability to establish and maintain collegial relations with press and media contacts, and to use sound judgment in presenting development programs to the press, media and external audiences. Excellent inter-personal skills to ensure effective team relations. Strong organizational skills to effectively plan a variety of different events directed at promoting publicity for donor funded projects. Ability to multi-task and understand the needs and interests of various domestic and international stakeholders is required.

POSITION ELEMENTS

- a. **Supervision Received:** The incumbent will be supervised by the Supervisory Program Office Director but will work as part of the Outreach and Communications team in the Program and Project Development Office. Supervision is exercised in a broad and general manner. Incumbent is expected to use self-initiative in planning and carrying out assignments. The incumbent will work closely with the Senior Development Outreach and Communications Specialist to determine work priorities and portfolio.
- b. **Supervision Exercised:** None

- c. Available Guidelines: USAID/Nepal Communications Strategy, Development Outreach and Communications Survival Manual, Graphics Standards Manual, Foreign Affairs Manual, Foreign Affairs Handbook, Automated Directives System, Mission Orders and Mission Notices.
- d. Exercise of Judgment: Projects assigned to incumbent include various duties and processes requiring extensive exercise of sound judgment, requiring individual and team decision making skills.
- e. Authority to Make Commitments: None. Incumbent's recommendations, though, will lay the basis for making commitments.
- f. Nature, Level and Purpose of Contacts: Personal contacts are with local and international media, U.S. Embassy personnel, USAID/Washington, implementers, and institutional contractors.
- g. Time Expected to Reach Full Performance Level: Six months