



Solicitation open to:	All Interested Afghan Nationals
Position Title:	Information Assistant (Press and Publication)
Type of vacancy:	Single Position
Opening date:	May 19, 2014
Closing date:	June 2, 2014
Vacancy announcement #:	USAID/306/14/54/DIR
Work Hours:	40 hours (Full time)
Position Grade:	FSN-8

The United States Agency for International Development (USAID) Afghanistan is inviting applications from Afghan Nationals for the position of **Information Assistant (Press and Publication)** in the Office of the Director (DIR), Development Outreach and Communication (DOC).

BASIC FUNCTION OF THE POSITION:

Under the supervision of the Deputy DOC Advisor, the incumbent serves as the Information Assistant (Social Media and Web Manager) for the USAID/Afghanistan website and social media channels, with full responsibility for managing and implementing the Mission's online strategy. The incumbent selects, edits, publishes, and manages digital content in order to communicate USAID activities to the public via the Internet and social media, applying online marketing best practices to ensure content targets key audiences. The incumbent develops strong knowledge of Mission activities, USAID project goals and USG website guidelines. The incumbent acts proactively to identify potential and actual web content usable by USAID webpages and social media. The incumbent creates monthly reports of website and social media activity, using this data to refine the Mission's online strategy.

Website and Social Media Design, Editing and Management

The Information Assistant (Social Media and Web Manager) is responsible for the entire Web and social media presence of USAID Afghanistan. The Information Assistant creates content and updates the Mission website and social media sites daily with the aim of providing the public, accurate and timely information about U.S. policy and Mission activities.

The Information Assistant acts as the overseer and developer for Mission social media. The incumbent creates content for Mission social media, and reviews quality of content to be posted on social media. The incumbent uses good knowledge of compelling news stories and quality images to make the Mission website and social media interesting to a wide domestic and international audience.

The Information Assistant uses HTML and CSS programming skills, as well as creativity, to design the look and feel of mission web pages.

The incumbent coordinates within USAID and with other USG agencies to determine target audiences and appropriate material that furthers USAID policy in Afghanistan. The incumbent sources and creates textual, graphic, visual and audio content and edits photos for placement on website and social media. Working with the DOC and Mission leadership, the incumbent develops an online strategy using marketing best practices to reach target. The incumbent ensures information is accurate and timely, and pertinent to Afghan-U.S. relations and USG programs and activities in Afghanistan. During VIP visits, crises, and other

intense-information situations, continuously updates the webpage with appropriate, accurate information. In consultation with DC, Mission technical offices and the DOC, the Information Assistant regularly updates the design and content of the website and social media channels to professionally represent the agency and provide users with a professionally presented website, and user-friendly access.

Works with the Senior DOC Officer and the Deputy DOC Advisor to ensure all website content supports U.S. programs and activities and furthers USAID strategic goals and objectives. Regularly reviews all content, deleting or archiving old material. Liaises directly with Washington colleagues to ensure website adheres to USAID worldwide Content Management System (CMS) format and technology standards, and to solve technical problems related to CMS. Works directly with Mission and Agency IT sections to ensure website compliance with pertinent regulations and to solve systems-related technical problems. Proactively coordinates with other offices to solicit, provide guidance, and post new materials on the website.

Responsible for promoting public and Agency awareness of the website and social media channels. Applies online marketing best practices to ensure maximum exposure for all web content, including but not limited to email marketing, search engine optimization and promotion via Mission social media channels. Applies all marketing tools to maximize the reach of social media channels, including close coordination with Embassy Kabul and DC-based social media teams. Implements and manages paid advertising campaigns on Facebook to ensure continued return on investment for the Mission.

Design and Dissemination of Information Products

In close coordination with the DOC management and staff, develops, designs, and distributes printed and electronic information materials supporting USAID strategic goals and programs.

Retrieves from digital sources, and reformats for local use Washington-generated information products and other official texts. Formats, electronically distributes, and files all USAID/Afghanistan generated press-releases and information materials. The incumbent independently locates links, or creates in-house text, graphic, visual and audio content. The incumbent ensures information is accurate and timely, and pertinent to Afghan-U.S. relations and USG programs and activities in Afghanistan.

Organizes content thematically, adds interest-enhancing photos and graphics, as well as key links and contact information for readers' further information, and formats newsletter in an appealing and easy-to-read design. Creates original information products to support DOC and USAID programs and goals, including brochures, handouts, etc. In close consultation with the Senior DOC Officer and D/DOC Advisor, selects Washington-generated materials (such as e-journals or IIP publications) for translation into local languages. Oversees translation of products, layout and design of local language version and local reprinting. Recommends and supervises the distribution and electronic archiving of all products mentioned above to public target audiences and Mission colleagues. The incumbent is responsible for distributing products electronically.

Media Outreach and Monitoring

In addition to responsibility for distribution of press releases mentioned above, this position supports all aspects of USAID media relations at the request of DOC management.

Assists with invitations and logistical arrangements for media events for Mission officials and high-ranking USG visitors. Monitors and prepares briefings on news stories and trends as requested by the DOC, including news clips for the Mission Director, Ambassador or visiting VIPs. Alerts the Senior DOC Advisor to interesting reporting and/or blocking trends on Internet media and "blogs." In the absence of the FSN Information Specialist, monitors media for potential "media placement" opportunities.

Digital Information Management and Innovation

Creates and maintains tailored, current, and accurate electronic distribution lists for DOC Office products based on target audience fields of interest. Manages lists in Microsoft Outlook Contacts, Intranet E-Contacts, or other professional software. Serves as the section's contact database expert, providing colleagues guidance/instruction on software as required.

Continually monitors web and digital media trends for innovative ways to improve DOC Office information outreach and, particularly, the multimedia and interactive content of the Mission website. Advises DOC management on new trends in website and design fields, and recommends procurement and use of relevant technologies.

QUALIFICATIONS REQUIRED:

Education: A Bachelor's degree in liberal arts, humanities, social sciences in information technology, computer science, programming, is required. Additional technical training in Adobe Photoshop and In-Design, Web Design, Front page or any other web page maker software and data procession is desired.

Experience: Three years of progressively responsible experience in website design and management information/media education, communication/PR, business administration, social science research, with a combination of prior experience of computer-based graphic design, and website administration is required.

Language: Level III (Good working knowledge) speaking/reading/writing of English language and Level IV (Fluent) speaking/reading of Dari and/or Pashto is required.

Knowledge, Abilities and Skills: Must be able to prioritize and organize work responsibilities in order to meet urgent deadlines, solve problems and independently seek out and obtain information needed from others. Must develop a thorough understanding of current USAID Kabul programs. The incumbent must be well-read in Afghan news media, and must possess a good understanding of standard web copyright practices. The incumbent should be highly proficient in the use of web page development software, layout and design. The incumbent must be proficient in the use of Microsoft Office Suite, and Apple image editing software, HTML and web development software applications, digital camera operations, layout and design; excellent interactive skills, technical computer operation and troubleshooting, knowledge and experience with hardware as well as software. Must be creative, pro-active, articulate, and have a sense of web design, and website administration.

The incumbent should be highly-skilled at designing and maintaining an international-standard English-language website, as well as creating and editing social media content, with a minimum of supervision, and at times under short deadlines. The incumbent must possess substantial resourcefulness and be able to create eye-catching web content, as well as identify compelling related content suitable for cross-linking. The incumbent must be able to explain clearly the possibilities and the restrictions of the Mission website so that Mission management and offices can make the fullest use of it. The ability to work with, and supervise, independent contractors, when required, to train other employees and to negotiate with various Embassy sections to advance website and social media content is critical. Must be able to work as a team member.

HOW TO APPLY

Applicants are requested to submit a complete application package which must include all required documents to afpakjobs@usaid.gov and AfUSAIDJobs@state.gov with a **Subject line: (Information Assistant (Press and Publication) (DIR1454)**

ANY/ALL application submissions after the closing date of June 2, 2014 will not be considered.

REQUIRED DOCUMENTS:

- 1. Cover memo/email outlining your qualifications and experience against the selection criteria.**
- 2. Application for Employment (AE) as a Locally Employed Staff (DS-174)**
http://kabul.usembassy.gov/job_opportunities2.html
<http://www.state.gov/documents/organization/136408.pdf> and/or
- 3. A current resume or curriculum vitae that provides the same information found on the DS-174 form.**

(We understand that not all applicants are able to download the application from the internet. Please state this in your cover memo/email if this is the case. For candidates who are short listed, a DS 174 will be required in order to advance in the process.)

Note:

- Ø Only short-listed candidates will be notified.
- Ø This vacancy is open only to Afghan Nationals.
- Ø Applications with insufficient information to make a determination will not be considered.
- Ø No in-person appointments or telephone calls will be entertained.
- Ø Female applicants are encouraged to apply.

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ALL ETHNIC GROUPS AND BOTH GENDERS ARE URGED TO APPLY**