

**INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION**

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

1. Post <b>Wellington, New Zealand</b>	2. Agency <b>Department of State</b>	3a. Position Number <b>K0029867 (100041)</b>
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3b. Subject to Identical Position? Agencies may show the number of such positions authorized and/or established after the "Yes" block.

☐ Yes    ☒ No    If Yes, please provide position number: \_\_\_\_\_

## 4. Reason for Submission

- ☐ a. Redescription of duties: This position replaces  
(Position Number) \_\_\_\_\_, (Title) \_\_\_\_\_ (Series) \_\_\_\_\_ (Grade) \_\_\_\_\_
- ☐ b. New Position \_\_\_\_\_
- ☒ c. Other (explain) **PD Staffing Initiative**

5. Classification Action	Position Title and Series Code	Grade	Initials	Date (mm-dd-yyyy)
a. Post Classification Authority RSC-EAP-PCD	Strategic Content Coordination Assistant	8	RL/KK	10-31-2022
b. Other	(Digital Production), FSN-6520			
c. Proposed by Initiating Office				

6. Post Title Position (If different from official title) Digital Production Coordinator	7. Name of Employee
8. Office / Section Public Diplomacy Section	a. First Subdivision Strategic Content Coordination
b. Second Subdivision Digital Production	c. Third Subdivision

9. This is a complete and accurate description of the duties and responsibilities of my position  <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 10px;"></div> <div style="text-align: center;">Printed Name of Employee</div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border-bottom: 1px solid black; width: 45%;"></div> <div style="border-bottom: 1px solid black; width: 45%;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>Signature of employee</div> <div>Date (mm-dd-yyyy)</div> </div>	10. This is a complete and accurate description of the duties and responsibilities of this position  <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 10px;"></div> <div style="text-align: center;">Printed Name of Supervisor</div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border-bottom: 1px solid black; width: 45%;"></div> <div style="border-bottom: 1px solid black; width: 45%;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>Signature of Supervisor</div> <div>Date (mm-dd-yyyy)</div> </div>
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  <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 10px;"></div> <div style="text-align: center;">Printed Name of Chief or Agency Head</div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border-bottom: 1px solid black; width: 45%;"></div> <div style="border-bottom: 1px solid black; width: 45%;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>Signature of Section Chief or Agency Head</div> <div>Date (mm-dd-yyyy)</div> </div>	12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.  <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 10px;"></div> <div style="text-align: center;">Printed Name of Admin or Human Resources Officer</div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border-bottom: 1px solid black; width: 45%;"></div> <div style="border-bottom: 1px solid black; width: 45%;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>Signature of Admin or Human Resources Officer</div> <div>Date (mm-dd-yyyy)</div> </div>

**13. Basic Function of Position: Digital Production Coordinator**

The Digital Production Coordinator (DPC) works under the direct supervision of the Strategic Communications Specialist (SCS) and has no supervisory responsibilities. Is responsible for the development

of multimedia content enhancing the effectiveness of Mission New Zealand and U.S. Embassy Apia public engagement and Public Diplomacy (PD) activities. Is responsible for the production of all visual and multimedia elements of Mission public engagement, including design, creation, and/or acquisition of customized visual and multimedia content, which is disseminated online, in person, or via traditional broadcast. Creates compelling visual content and helps design the outreach strategy for all Mission New Zealand and Embassy Apia materials by assessing visual aspects of the New Zealand and Samoan media environments, public preferences for visual content formats and dissemination channels, and the impact of Mission visual materials.

The U.S. Ambassador in New Zealand is also accredited as the U.S. Ambassador to Samoa. As a result, all public messaging engagement for both U.S. government (USG) activities and programs in New Zealand and Samoa are centrally coordinated by the strategic communications team in Wellington. Mission New Zealand also covers the Pacific Island Countries (PICs) of the Cook Islands and Niue as well as the East Asia Pacific (EAP) Bureau's regional PIC youth leadership program, "Young Pacific Leaders."

#### **14. Major Duties and Responsibilities**

**% of Time**

##### **I. Implementation (60% of time)**

Plans, designs, creates, and delivers all visual and multimedia elements for Mission engagement with New Zealand and Samoan publics, in a variety of formats required for dissemination through online, traditional broadcast, and in-person channels. Visual and multimedia content includes: video and audio material; storyboards; graphics; artwork; photos; website innovation and updates; and photo galleries, event branding, and similar visual and multimedia products for in-person events.

Identifies, selects, designs, and customizes compelling visual and multimedia material for inclusion in strategic content packages. Develops custom-produced digital projects in support of specific public engagement goals with target audiences (for example, videos in support of a specific policy initiative). Compiles and edits strategic content packages, incorporating policy material and appropriate visual and multimedia elements to support Mission objectives, appeal to priority audience segments, and meet multiple format requirements for dissemination.

Develops custom-produced digital projects in support of specific public engagement goals with target audiences (for example, video in support of specific policy initiatives). Compiles/edits strategic content packages, incorporating policy material and appropriate visual/multimedia elements to support Mission objectives, appeal to priority audience segments, and meet multiple format requirements for dissemination. Once a suitable set of multimedia content has been approved, leads the implementation throughout all the production and publishing steps, to effectively reach target audiences via various platforms.

Defines, designs, and creates original professional graphics, infographics, branding, photos, etc., as well as multimedia material, including for in-person events, to support Mission public engagement with all audience groups, using industry standard tools such as, but not limited to, Adobe InDesign, Illustrator, and Photoshop. Conducts on-camera interviews with PD contacts in all sectors, ranging from high school students to high-profile celebrities, New Zealand and Samoa officials and ministers, and USG officials, on location or in-house, using digital photo/video equipment and current techniques. Advises,

trains, and prepares individuals, including high level USG officials, for audio visual public content to ensure that the end product is professional and effective.

Identifies visual and multimedia products (templates, stock images, video clips) for acquisition from USG sources, third parties such as non-government organizations (NGOs), and partner institutions and commercial vendors; maintains Mission archive of visual and multimedia materials.

Designs and provides on-the-job training to PD and other Mission Locally Employed (LE) Staff to expand in-house capacity to shoot quality photos and videos in conjunction with PD Public Engagement activities.

Ensures uniformity of aesthetics and branding to support PD activities with all audience sectors (Emerging Voices, Established Opinion Leaders, Press and Media). Ensures that all products comply with federal and New Zealand laws and Department of State (DOS) policies, such as the Americans with Disabilities Act.

Responsible for post-production of visual and multimedia content using industry standard tools; creates closed captioned text files as required; tags and archives all visual and multimedia content as required. Ensures all tags adhere to the Mission's tagging taxonomy. Monitors and interprets standards for video and image performance.

Manages and is responsible for the Mission New Zealand and Embassy Samoa Digital Studio. Designs and implements a procurement plan for the acquisition of software and hardware and on purchase of outsourced services. Installs, maintains, tracks, repairs, and operates Digital Studio and Mission PD equipment including audio, video, photo and lighting equipment, conferencing and streaming technology, post cable television, and satellite plant. Installs and operates special set-ups of audio visual, streaming, conferencing, and lighting equipment as needed. Supports platform connections and studio setup for virtual and hybrid engagement.

## **II. Strategic Planning, Analysis, Evaluation, and Recommendations (20% of time)**

Researches, tracks, and analyzes countrywide and regional digital trends to identify changing audience preferences for content structure and format, including graphic, video, photo, and audio components. Working with the Strategic Communications team, tracks audience demographics, interests, and information consumption preferences. Stays abreast of advances in digital, audio, and video technology through research and developing networks of professional experts, and how contacts and end users interact with technology and content.

Actively plans at least six (6) months in advance to schedule production of multimedia and other digital products required for editorial calendar of policy priorities, as well as multiple products for the projected slate of Mission programs and activities. Working with the Community Management Coordinator, analyzes impact of prior visual and multimedia products to fine-tune plans for future projects and initiatives; identifies performance objectives, assessment methods and outcomes for online engagement. Contributes to PD elements of Mission's Integrated Country Strategy (ICS), and the annual Public Diplomacy Implementation Plan (PDIP). Recommends equipment required for Digital Production (DP) capacity to support Mission-wide strategic content.

Recommends best practices for visual and multimedia components of Mission external communication.

Recommends innovative online engagement initiatives and campaigns focused on visual and multimedia communication skills for Emerging Voices and Established Opinion leader sectors. Develops procedures and checklists to facilitate LE Staff's use of visual, audio and traditional products for public engagement.

### **III. Intra- and Interagency Coordination (10% of time)**

Develops strong, collaborative working relationships throughout the Mission to expand awareness of the power of visual and multimedia material in creating compelling strategic content to support Mission objectives. Encourages information sharing across the Mission to develop procedures for producing and sharing visual and audio content. Actively supports Mission elements and other PD Section staff in developing visual and multimedia components of PD activities and projects; seeks input from PD and Mission colleagues in developing and producing Strategic Communications (SC) stand-alone campaigns. Advises other Mission sections on audio visual conferencing design and installation. Performs short term project management for large scale Mission events (e.g. Independence Day) of audio/visual (AV), lighting, streaming systems. Coordinates with outside interlocutors on content dissemination including negotiating content clearance.

### **IV. Administrative Functions (10% of time)**

Supervises Mission staff responsible for digital community management. Tracks license and equipment acquisitions to build and sustain Mission DP capacity, in collaboration with the SC team. Maintains inventory of DP equipment, software, and licenses. In coordination with the SC team, maintains required office records and files, and ensures that DP contacts are included in Mission contact databases. Drafts office correspondence including proposals, scripts, audience preference trends, and evaluation reports. Provides input for the activity tracker to the Community Management Coordinator and SCS.

***Note:** This position description in no way states or implies that these are the only duties to be performed by the incumbent. The incumbent will be required to perform other duties as assigned by the agency.*

## **15. Qualifications Required For Effective Performance**

**A. Education:** An associate's degree or two years of full-time university studies in Design, Advertising, Mass Communications, or local equivalent is required.

**B. Prior Work Experience:** Five (5) years of experience is required in digital marketing, advertising, or mass communications, including design or multimedia content creation. Must have experience as an advanced end user of industry standard desktop and mobile software applications. (Note: Candidates who advance will have to provide samples of original work demonstrating visual and multimedia design competence.)

**C. Post-Entry Training:** Training to gain familiarity with the full range of USG PD programs, activities, and electronic delivery systems. Approximately six (6) weeks of Foreign Service Institute (FSI) courses required for full performance.

**D. Language Proficiency:** Level 4 (Fluent) Speaking/Reading/Writing English is required.

**E. Job Knowledge:** Must have strong creative skills and detailed knowledge of audio and video production, graphic design, and other visual content creation. Must understand how online digital properties and communities function. Must have detailed knowledge of the attitudes of target audience groups, and their preferences for specific content, format, and delivery of visual communication. Knowledge of trends in regional and international communications patterns and how they affect the New Zealand and Samoan communications landscapes is required. General knowledge of digital promotion techniques, audience analysis and analytics, and customer service standards is required. Must have general knowledge of project management, including defining project objectives, outcomes, and assessment methods.

Must have general knowledge of all sources of USG strategic content: DOS guidance, functional and regional bureau digital communications materials, Mission multimedia content (e.g., ambassadorial and other speeches; public events), sources of third party content. Detailed knowledge of legal regulations and procedural guidelines affecting use of visual and multimedia content, as well as copyright and other restrictions on use of materials is required. General knowledge of U.S. foreign policy in New Zealand and Samoa and comprehensive knowledge of the PD mission, its role in the Mission goals, and of both traditional and online engagement tools and programs used to convey U.S. foreign policy to the public is required.

**F. Skills and Abilities:**

**Analytic Skills:** Must have strong analytic skills to identify target audiences and understand how Mission use of images, graphics, video, and audio can affect their sensitivities. Must be able to perceive the emergence of new audience preferences and trends in information consumption and visual and multimedia norms, in order to produce targeted digital or traditional visual content in support of Mission external engagement. Must be able to analyze content from multiple sources (internal and third-party) and determine when and how to use it in Mission visual products.

**Communication/Interpersonal Skills:** Must have excellent, documented visual story-telling, written, and oral communication skills to create and adapt visual, audio and printed material for dissemination in English. Must have strong interpersonal skills to maintain Mission-wide collaboration on the creation of visual and multimedia content in support of Mission public engagement. Must be able to contribute to SC discussions of priority engagement, strategic content, and use of visual and audio materials and dissemination channels. Must have excellent customer relations and interpersonal cross-cultural communication skills. Must be able to tailor communications to fit formal and informal situations and different ethnic, religious, and linguistic cultures. Must be able to brief U.S. officers and visitors on New Zealand and Samoan communication patterns and trends in digital tools and content dissemination channels for visual communication. Must be able to speak publicly.

**Management Skills:** Must be able to bring together offices and agencies from across the Mission to identify and share visual and audio content. Must be able to identify and resolve, or seek help in resolving, problems with use of visual and multimedia content in online or traditional public engagement. Must be able to contribute to development and updating of procedures and guidelines in response to changing communication technologies, and changes in public opinion, formats, and internal Mission preferences for producing and sharing visual and audio content. Must be able to plan, prioritize, and manage multiple projects such as marketing, information, or advocacy campaigns, and oversee associated project budgets, schedules, and daily operations to produce, adapt, and disseminate time-sensitive content, in collaboration with the SC team. Must be able to assess Mission DP capacity and determine which acquisitions (equipment, software, etc.) will meet current and future needs.

**Technical Skills:** Must have detailed knowledge of multiple formats, digital tools, and platforms for visual content creation, editing (audio, visual, multimedia and graphic), and distribution through traditional and digital channels. Must be able to create and use photo and video sharing sites, podcasts, video and other digital products, and be familiar with webinars, gaming, gamification theories, contests and other interactive immersive platforms. Must be highly skilled in use of digital software and editing tools, content databases, and reporting tools. Must be familiar with audience analysis and analytic tools (i.e., Hootsuite, Google Analytics, et al). Good keyboarding, data entry skills, and excellent familiarity with electronic discovery tools, in particular the Internet, and standard information retrieval practices and procedures are required. Must have good numerical skills to be able to use statistical analyses of audience segments and track impact of Mission digital products.

**Availability:** Must be available to travel throughout New Zealand, Samoa, and the Pacific region to develop professional contacts and create content (photo/video of Ambassador's travel, PD programs, etc.).

## 16. Position Element

**A. Supervision Received:** Receives direct supervision from the Strategic Communications Specialist (or CPAO designee).

**B. Supervision Exercised:** Has no supervisory responsibility.

### C. Available Guidelines:

**Operational Guidelines:** U.S. Embassy manuals and instructions; Mission office procedures. Foreign Affairs Manual, Foreign Affairs Handbook. Guidelines for PD Resource Allocation Module (PDRAM); Guidelines for PD Tools applications; InfoCentral PD Toolkit; information technology standards and requirements; current regulations for grants, cooperative agreements; Department guidelines on copyright, captioning, etc.

**Policy Guidelines:** DOS and Regional Bureau Strategic Plans; Mission ICS; and annual PDIP.

**Social Media and Digital Communication Guidelines:** Federal regulations on digital communication; DOS regulations (5 FAM 790 "Use of Social Media," 3 FAM 4170 "Review of Public Speaking, Teaching, Writing, and Media Engagement" and 10 FAM 180 "Official Communication using Social Media"), policies and guidelines on social media (updated at [socialmedia.state.gov](http://socialmedia.state.gov)); Department guidelines on strategic content; Regional and Functional Bureau guidelines on policy issues and social media toolkits; Mission guidelines on use of strategic content, use of digital properties, and digital engagement. Global Public Affairs Bureau Press office internet site; Press guidance Database; Rapid Response documents; Press Office templates and guidelines; PD Evaluation Policy (February 2016 and updates).

**D. Exercise of Judgment:** When developing, designing, and compiling (editing) digital content, uses judgment in selecting and combining strategic content with visuals and audio components to ensure the material effectively communicates Mission priorities to specific audience segments, addresses audience stereotypes/perspectives, and respects audience sensitivities and communication norms. Uses judgment in recommending the use of program, human, and funding resources for digital content production and in developing criteria for visual/multimedia on-the-job training for PD and other Mission professionals.

**E. Authority to Make Commitments:** Has no authority to make financial or contractual commitments. Has authority to commit non-financial program and staff resources to PD digital engagement activities, projects and campaigns in consultation with the SC Specialist, CPAO, or CPAO designee.

**F. Nature, Level, and Purpose of Contacts:** Maintains substantive contact with all PD Public Engagement and Resource Coordination staff, as well as substantive Mission officers and staff, to coordinate development and sharing of quality visual and multimedia products; expand support for PD Public Engagement activities, projects, and campaigns; and provide practical training and guidance. Must maintain contact with New Zealand and Samoan design, advertising, digital communications, broadcast, and marketing professionals, as well as local representatives of digital/tech industries, sources of photo and video stock footage and graphic design, and visual and multimedia start-ups to stay abreast of emerging communication trends and technologies.

**G. Time Expected to Reach Full Performance Level:** One (1) year.