

"Colombo-2024-015" Vacancy Details

About

Announcement Number: Colombo-2024-015

Hiring Agency: Embassy Colombo

Position Title: Public Engagement Assistant (Press and Media) / Press & Media Coordinator (Open to All Interested Applicants - Female/Male)

Open Period: 03/08/2024 - 04/07/2024
Format MM/DD/YYYY

Vacancy Time Zone: GMT+5.5

Series/Grade: LE - 6510 9




Salary: USD \$973.25 /Per Month

Work Schedule: Full-time - 40 hours per week

Promotion Potential: LE-9

Duty Location(s): 1 Vacancy in
Colombo, CE

Telework Eligible: No

For More Info:  HR Section
 .
 ColomboERA@state.gov

Overview

Hiring Path: • Open to the public

Who May Apply/Clarification From the Agency: * Open to: All Interested applicants/All Sources

For Sri Lankan Ordinary Resident Applicants: The proposed grade is FSN 9.

For USEFMs, the proposed grade is FP-05 (Steps 1 through 4). However, the final grade/step will be determined by Washington D.C.

LE Staff salaries are denominated in USD and paid in LKR at the going rate of exchange each pay period. The official rate for 02/20/2024 is 1USD = 311.80 LKR. This is a temporary revision and should not be assumed as an acquired right.

Security Clearance Required: Public Trust - Background Investigation

Appointment Type: Permanent

Appointment Type Details: Indefinite subject to successful completion of probationary period

Marketing Statement: We encourage you to read and understand the [Eight \(8\) Qualities of Overseas Employees](#) before you apply.

Summary: The U.S. Mission in Colombo is seeking eligible and qualified applicants for the position of **Public Engagement Assistant (Press and Media)** in the **Public Diplomacy Section**.

The work schedule for this position is: **Full Time - 40 hours per week**

Start date: Candidate must be able to begin work within a reasonable period of time upon receipt of agency authorization and/or clearances/certifications or their candidacy may end.

Supervisory Position: No

Relocation Expenses Reimbursed: **No**
50% or less

Travel Required: Availability: Must be available to travel throughout Sri Lanka to support Ambassador trips and/or events at American Spaces.

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Duties

Basic Function of Position:

The selected candidate is responsible to monitor Sri Lankan press and media coverage of issues of importance to the United States. Identifies and advises Mission leadership on strategies for promoting accurate and balanced Sri Lankan press and media coverage of U.S. foreign policy and American interests, correcting misinformation and countering disinformation. Builds productive relationships with press and media professionals in person and online.

Major Duties and Responsibilities:

I. Press and Media Engagement Operations (60% of time)

Designs and implements press and media activities for the Mission to promote balanced and informed coverage of U.S. policy, respond to breaking stories, correct misinformation, and counter disinformation.

Continuously monitors Sri Lankan press and media to identify stories of importance to U.S. policy and American interests, either through in-house personnel or contract services; analyzes Sri Lankan media trends and outcomes of press and media placement for the Mission and Washington agencies. Analyzes and compiles regular summaries of press and media coverage and its impact; prepares regular verbal and written reports to Mission leadership and, as required, to the Department of State (DOS) on Mission media engagement.

II. Strategic Planning (20% of time)

Develops and recommends strategies for Mission engagement with Sri Lankan press and media. Analyzes media's audience, geographic reach, political tendencies, and credibility. Recommends priority engagement with outlets that reach audience groups of the greatest importance to Mission priorities. Recommends media engagement strategies for the Ambassador and other Mission leadership based on analysis of individual skill, language ability, portfolio, experience, and expertise. Cultivates professional relationships with key media outlets and journalists, editors, and commentators for optimal coverage of U.S. and Mission priorities. Actively plans for and develops at least six months in advance for initiatives to maintain editorial focus on long-term policy priorities and to initiate and maintain contact with rising professionals in the press and media sector, including through the award of grants to support long-term professional development. Contributes to the Mission Integrated Country Strategy (ICS), the annual Public Diplomacy Implementation Plan (PDIP), and the Public Diplomacy Country Context (PDCC). Assesses previous activities to fine-tune future initiatives; identifies press and media engagement projects and performance objectives, assessment methods, and outcomes.

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

Advises Mission colleagues on how best to promote U.S. policy positions with press, media, and online outlets to maximize accurate and balanced coverage. Coordinates press and media engagement for all Mission agencies and advises Mission personnel on optimal press and media strategies for judicial, legal, consular, economic, political, cultural, military, and other issues. Recommends Mission press and media responses to sensitive issues in coordination with Department of State Public Affairs offices. Represents the Public Diplomacy Section at internal meetings to contribute press and media analysis to Mission strategies and events. Coordinates with the Strategic Content Coordination team to repurpose press and media guidance for non-press and media audiences.

IV. Administrative Functions (10% of time)

- Budgeting and Financial Resources
- Grants
- General: In coordination with the Resource Coordination team, maintains office records and files and ensures that press and media activities and initiatives are recorded in PD Tools and contact databases as needed. Drafts office correspondence in English and Sinhala or Tamil, including cables, event proposals, and evaluation reports. Provides interpretation and translation between English and Sinhala or Tamil when required.

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

To view the complete Position Description listing all the duties, responsibilities, required qualifications etc. Please click this link "[Position Description](#)"

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Qualifications and Evaluations

Requirements: EXPERIENCE:

Four years of experience in a media outlet, international organization, government, or the private sector, with experience in public policy, communications, journalism, public relations, or public affairs is required. **Candidate must attach copies of relevant service/work experience certificates.**

LANGUAGE PROFICIENCY:

- 1) Level IV (Fluent) Reading, Writing, Speaking English is required (**This will be tested**)
- 2) Level IV (Fluent) Reading, Writing, Speaking Sinhala or Tamil is required.

JOB KNOWLEDGE:

A comprehensive understanding of Sri Lankan press and media institutions, professional journalism standards and practices, and trends in audience preferences for information consumption (print, TV, radio, online) is required. Must have an understanding of communication trends in the region and internationally as they affect the Sri Lankan information landscape and must be familiar with influence patterns in information

flow. Must have knowledge of marketing techniques, market analysis, and audience analytics in Sri Lanka.

SKILLS AND ABILITIES:

- Analytic Skills
- Communication and Interpersonal Skills
- Management Skills
- Technical Skills: Good keyboarding and data entry skills are required; excellent familiarity with electronic discovery tools, in particular the internet, and standard information retrieval practices and procedures is required. Thorough knowledge of various computer software programs, specifically Microsoft Word, Microsoft Excel, and databases, is required. Detailed knowledge of and the ability to use digital platforms, tools, and products are required. The ability to use social media and mobile platforms, photo editing software, photo and video sharing sites, and podcast creation tools is required.

Education Requirements: A university degree in Journalism, Communications, International Relations, Political Science, Economics, or local equivalent is required. **Candidate must attach copies of relevant educational certificates.**

Evaluations: **Language:** Level IV (Fluent) English Language Proficiency will be tested.

Qualifications: All applicants under consideration will be required to pass medical and security certifications.

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Benefits and Other Info

Benefits:

Agency Benefits: Locally Employed Staff, including Members of Household (MOHs), locally-resident EFMs and Third-Country Nationals (TCNs), working at the U.S. Mission in Colombo may receive a compensation package that may include health and other benefits as per the Local Compensation Plan.

For EFMs, benefits should be discussed with the Human Resources Office.

The pay plan is assigned at the time of the conditional offer letter by the HR Office.

Other Information: **EQUAL EMPLOYMENT OPPORTUNITY (EEO): The U.S. Mission provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation.**

HIRING PREFERENCE SELECTION PROCESS: Applicants in the following hiring preference categories are extended a hiring preference in the order listed below. Therefore, it is essential that these applicants accurately describe their status on the application. Failure to do so may result in a determination that the applicant is not eligible for a hiring preference.

HIRING PREFERENCE ORDER:

1. AEFM / USEFM who is a preference-eligible U.S. Veteran*
2. AEFM / USEFM
3. FS on LWOP and CS with reemployment rights **

* IMPORTANT: Applicants who claim status as a preference-eligible U.S. Veteran must submit a copy of their most recent DD-214 ("Certificate of Release or Discharge from Active Duty"), equivalent documentation, or certification. A "certification" is any written document from the armed forces that certifies the service member is expected to be discharged or released from active duty service in the armed forces under honorable conditions within 120 days after the certification is submitted by the applicant. The certification letter should be on letterhead of the appropriate military branch of the service and contain (1) the military service dates including the expected discharge or release date; and (2) the character of service. Acceptable documentation must be submitted in order for the preference to be given.

** This level of preference applies to all Foreign Service employees on LWOP and CS with re-employment rights back to their agency or bureau.

For more information (i.e., what is an EFM, USEFM, AEFM, MOH, etc.?) and for additional employment considerations, please visit the following [link](#).

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How to Apply

How to Apply: All applicants under consideration will be required to pass health and security certifications.

For more information on how to apply visit the Mission web site: <https://lk.usembassy.gov/embassy/jobs/>

Required Documents: **To apply for this position applicants must electronically submit copies of the documents listed below along with the electronic application, to be considered for employment. Failure to do so may result in a determination that the applicant is not eligible and qualified.**

- Proof of Citizenship [NIC/Passport/Residency and/or Work Permit (If applicable)]
- University Degree (Relevant Degree Studies Certificate)
- University Transcripts (Relevant Transcript of the Degree Studies)
- Other Document (Relevant Service/Work Experience Certificate/s)
- Other Document 2 (Relevant Service/Work Experience Certificate/s)

In order to qualify, you MUST submit the required documents by the closing date of this announcement. If you fail to provide requested documents, or the information you submit is insufficient to verify your eligibility, you will not be considered for this position.

Next Steps: Applicants who are invited to take a language or skills test, or who are selected for an interview will be contacted via email.

Due to the high volume of applications received, we will only contact applicants who are being considered.

Thank you for your application and your interest in working at the U.S. Mission in Colombo, Sri Lanka.

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