

**Announcement Number:** Nouakchott-2023-010

**Hiring Agency:** Embassy Nouakchott

**Position Title:** Strategic Content Coordination Assistant (6520)-All interested

Applicants/All sources

**Open Period:** 03/15/2023 – 03/28/2023

**Vacancy Time Zone:** GMT

**Series/Grade:** LE – 6520 9

**Salary:** MRU UM996,939 – MRU UM996,939

**Work Schedule:** Full-time – Monday thru Thursday 08:00 to 18:00 Friday: 08:00-12:00

**Promotion Potential:** LE-9

**Duty Location(s):** 1 in Nouakchott, MR

**Telework Eligible:** No

**For More Info:** HR Section

45 25 26 60

[NouakchottHR@state.gov](mailto:NouakchottHR@state.gov)

### **Overview**

**Hiring Path:** • Open to the public

**Who May Apply/Clarification from the Agency:**

For USEFM – FSN-09 is FP-5(steps 1 through 4). Actual FP salary determined by Washington D.C.

All Interested Applicants / All Sources

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

**Start date:** Candidate must be able to begin working within a reasonable period of time two (2) weeks of receipt of agency authorization and/or clearances/certifications or their candidacy may end.

**Supervisory Position:** No

**Relocation Expenses Reimbursed:** No

**Travel Required:** Occasional Travel In country travel.

### **Duties:**

The Community Management and Digital Production Coordinator is responsible for building, maintaining, and creating content for Mission flagship digital properties (social media, website content); developing a year-long editorial calendar designed to promote Mission priorities with online communities; researching and analyzing evolving markets for Mission digital properties; and customizing content and online engagement to promote Mission objectives. Organizes and hosts online conversations; designs and develops innovative engagement opportunities and tools. Is also responsible for the production of visual and multimedia elements of Mission public engagement, including

the design, creation, and acquisition of customized visual and multimedia content for online dissemination. Creates visual content for all Mission outreach materials by assessing the Mauritanian media environment, public preferences for visual content formats and dissemination channels, and the impact of Mission visual materials. Provides guidance to Public Diplomacy (PD) locally employed (LE) staff and other Mission personnel on standards, regulations, and policies for the use of digital properties. Works under the direct supervision of the Strategic Content Coordination (SCC) Specialist or Public Affairs Officer (PAO) designee and has no supervisory responsibility.

**Implementation :** Organizes and hosts daily public online discussion, promotes Mission news and information, and facilitates discussion of foreign policy issues and American values. Incorporates strategic content on trending issues. Recruits subject matter experts (credible voices) for campaigns, projects, and the development of strategic content.

Develops content for use in online engagement. Designs and produces special projects and initiatives to engage specific audience groups on priority issues and to feature ambassadorial and other Mission engagement in studio or at off-site locations. Develops custom-produced digital projects in support of specific public engagement goals with target audiences (for example, video in support of a specific policy initiative). Uses audience analysis, analytic data, and qualitative analysis to customize content for specific target audience groups, adapting language, syntax, and format to appeal to their interests. Using market research, determines which delivery channel(s) will reach target audiences and generate engagement; compiles strategic content packages, matching policy content with visual, graphic, and multimedia elements that reinforce and strengthen the impact of policy content. Monitors the impact of online engagement to identify reception, reach, and sentiment within each community.

Continuously monitors the “health” of Mission online properties for level of impact, inappropriate or inadmissible content, non-compliance with regulations and policies, and the presence of online trolls. Recommends to the SCC Specialist appropriate actions to enforce legal and Mission standards. Reviews the outcomes of previous activities, using analytics and qualitative assessments to identify non- or under-performing Mission online properties, and recommends changes to enhance future engagement.

Coordinates online engagement on Mission flagship properties during crisis situations at the direction of the SCC Specialist or PAO designee.

Identifies, selects, designs, and customizes compelling visual and multimedia material for inclusion in strategic content packages. Compiles/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.

Defines, designs, and creates original professional graphics, infographics, branding, photos, and multimedia material to support Mission public engagement with all audience groups, using tools such as Adobe InDesign, Illustrator, and Photoshop. Conducts on-camera interviews with PD contacts in all sectors, ranging from high school students to high-profile celebrities, Mauritanian officials and ministers, and U.S. government (USG) officials, on location or in-house, using digital photo/video equipment and current techniques.

Identifies visual and multimedia products (templates, stock images, video clips) for acquisition from USG sources, third parties such as non-governmental organizations (NGOs), and partner institutions and commercial vendors; maintains social media-related visual and multimedia materials. Ensures the uniformity of aesthetics and branding to support PD activities with all audience sectors (Emerging Voices [EV], Established Opinion Leaders [EOL], and Press and Media). Ensures that all products comply with federal and Mauritanian laws and Department of State (DOS) policies, such as the Americans with Disabilities Act.

## Qualifications and Evaluations

### **Requirements:**

Experience: Three (3) years of experience is required in digital marketing, advertising, mass communications, or managing digital properties, including online interaction with the public and content creation in multimedia and traditional formats. 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.)

### **Education Requirements:**

A university degree in Communications, Business, Marketing, Design, Advertising, or local equivalent is required.

### **Evaluations:**

Post may choose to add the phrase "This may be tested" after a language, skill, and/or ability. Review the VA template for specific information.

LANGUAGE: Level 4 (Fluent) Speaking/Reading/Writing English is required; and Level 4 (Fluent) Speaking/Reading/Writing French OR Arabic is required. Language skills may be tested.

**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.

**Qualifications:**

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

Benefits and Other Info

**Benefits:**

**Agency Benefits:**

Locally Employed Staff, including Members of Household (MOHs), and Third-Country Nationals (TCNs), working at the U.S. Mission in Nouakchott-Mauritania may receive a compensation package that may include health, separation, and other benefits. For EFM, 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:**

For the current COVID-19 Requirements please visit the following [link](#).

**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"), Letter from Veterans' Affairs which indicates the present existence of a service-connected disability dated within the past six months, 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](#).

How to Apply **How to Apply:**

All candidates must be able to obtain and hold a public trust clearance.

To apply for this position, click the "Submit Application" button. For more information on how to apply visit <https://mr.usembassy.gov/>

**Required Documents:**

To qualify based on education, you MUST submit the requested degree and / or transcripts as verification of educational requirement by the closing date of this announcement. Failure to provide requested information, or the information is insufficient to verify eligibility, may result in disqualification for this position.

**All Applicants:**

- Residency and/or Work Permit
- Degree (not transcript)

**Eligible Family Member Applicants:**

- Copy of Sponsor's Orders/Assignment Notification (or equivalent)
- Passport copy
- DD-214 – Member Copy 4, Letter from Veterans' Affairs, or other supporting documentation (if applicable)
- SF-50 (if applicable)

**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.

For further information – the complete position description listing all of the duties, responsibilities, required qualifications, etc. may be obtained by contacting the Human Resources Office.

Thank you for your application and your interest in working at the U.S. Mission in Nouakchott-Mauritania.