VACANCY ANNOUNCEMENT


Announcement Number: 01/2020

Position Title: Information Assistant (Webmaster)

Opening Period: January 13, 2020 – Until filled

Series/Grade: LE Staff -07

Salary: Actual FS salary determined by Washington D.C.

For More Info: Human Resources Office
E-mail Address: Havana_Jobs@state.gov

Who May Apply: All interested candidates

Security Clearance Required: Local Security Certification

Summary: The U.S. Embassy in Havana is seeking eligible and qualified applicants for the position of Information Assistant (Webmaster) in the Public Affairs Service Office (PAS).

The work schedule for this position is: Full Time (39 hours per week)

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

Supervisory Position: No

Duties: Under the supervision of the Digital Media leadership, the incumbent has the lead of content management for the U.S. Embassy social media properties and website. In this role, she/he translate key policy messaging goals into original high-quality digital content tailored to attract target audiences. The incumbent provides input into the Embassy’s digital media strategy, but it is primarily responsible for implementing it. Create, curate and manage all published content and campaigns (images, video, written and audio/podcast) through the implementation of a content editorial calendar. The incumbent researches emerging social media platforms,
monitors developing trends, and conducts audience analysis. She/he occasionally assists with media-tech programs hosted by the Public Affairs Office.

Qualifications and Evaluations

EDUCATION Two years of college/university studies is required.

EXPERIENCE Three years of administrative, government services, or para-professional experience in the field of digital media technology, advertising/marketing, public relations, arts, new media technologies, graphic design, video editing and postproduction, journalism, or website development is desirable.

JOB KNOWLEDGE Significant knowledge of Cuba’s information environment, public opinion, mainstream and online media, and political trends. A firm understanding of and sensitivity regarding Cuban cultural, educational, socioeconomic and political structures and institutions. Knowledge of new media technologies and tools, principles of online marketing, and application of design principles. Working knowledge of digital publishing and video editing software. Knowledge of the analytical functions of major digital and social media platforms.

SKILLS AND ABILITIES Ability to learn the State Department's latest Content Management System (CMS) software on WordPress is required. Good working knowledge of web tools (social networking sites, online popularity measure applications, video editing, photo editing and enhancement.) Knowledge or ability to learn graphic design, and Adobe Creative suite. Ability to use a variety of software tools to monitor digital media performance. Ability to draft written reports that present data analysis in straightforward terms to non-experts. Ability to develop and maintain working level contacts with social media influencers. Ability to prioritize work and work independently with
minimal supervision. Good working knowledge of Microsoft Office Suite (Microsoft Word, Excel, Access). Basic information technology test to be administered by HR department.

Given the dynamic/changing nature of social media, the incumbent must be able to identify and adapt swiftly to innovations in social media communications and learn new platforms/tools independently.

**LANGUAGE**

Level III (Good Working Knowledge) of speaking/reading English

Level IV (Fluent) of speaking/reading Spanish is required

(Test to be administered by the Human Resources Office).

**EQUAL EMPLOYMENT OPPORTUNITY (EEO):** The U.S. Embassy Havana 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.

**How to Apply:** All candidates must be able to obtain and hold a Local Security Certification clearance. Applicants must submit a Universal Application for Employment (DS-174) which is available on HR/OE Intranet Site. To apply for this position, applicants should electronically submit the documents listed below to: Havana_Jobs@state.gov

**Required Documents:** Please provide the required documentation listed below with your application:

- DS-174
- CV
- Social media work portfolio (*optional*)

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

For more information on how to apply, visit the U.S. Embassy Havana website: [https://cu.usembassy.gov/es/embassy-es/jobs-es/](https://cu.usembassy.gov/es/embassy-es/jobs-es/). The complete position description listing all
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. Embassy in Havana, Cuba.