

## **DUTIES AND RESPONSIBILITIES**

### **BASIC FUNCTION OF POSITION**

Primary responsibility for coordination and oversight of Embassy's digital outreach. Oversight for the technical integrity and accuracy of Embassy's Asuncion's digital content, including the Embassy's English and Spanish language websites. Daily responsibility for monitoring, posting content and communication with public on Embassy's social media properties, including accounts under the Chief of Mission's name. Formulation and implementation of Embassy's social media strategies. Conducts basic analysis and reports on online trends and products. Creates graphic design, photo editing and other visual diplomacy in support of online properties. Films and video edits short clips for online use. Serves as one of the section's trained photographers. Keeps abreast of technological and policy developments to ensure online properties reflect state-of-the-art design and accurately and completely convey U.S. policy and Mission goals and objectives in Paraguay. Monitors online media and leading social media voices and opinion makers in the Paraguayan arena.

### **MAJOR DUTIES AND RESPONSIBILITIES**

1. Primary responsibility for the Embassy website and social media properties. Independently reviews, updates and adjusts them so that they directly support mission goals and communicate US policy accurately. Keeps abreast of technological developments to ensure website contains state-of-art design and technical attributes. Actively implements improvements and other modifications. As embassy's "voice" on social media, operates independently on embassy online properties. Responds directly to public inquiries and adjust embassy social media communication to maximize audience and build followers.
2. Responsible for up to 1000 files and reports, press releases and other information contained on the Embassy website. Reviews and ensures integrity of Embassy online properties. Coordinates social media and online content with PAO and Washington DC-based social media officers.
3. Is the Embassy's lead photographer, videographer and film editor. Produces short videos and other visual material for online use and program promotion. Primary responsibility for images, graphics, online badges. Uses contemporary software to make graphics and images for use in Embassy promotional materials or for online purposes. Oversees work of contracted graphic designers, film crews and photographers for quality and content.
4. Analyzes online opinion makers, bloggers and voices, reports on trends relevant to the mission. Uses knowledge of leading voices and good judgment to build online relationships and correspondence that maximize the embassy's ability to communicate effectively on strategically important topics like women's empowerment or minority rights. Analyzes statistical trends in online and social media. Creates and delivers written and oral reports.

5. Disseminates US Department of State electronic products including share America and other information designed for social media.
6. Other duties as assigned such as control officer for visiting speaker programs and coverage of embassy events.