

"Colombo-2023-049" Vacancy Details

About

Announcement Number: Colombo-2023-049

Hiring Agency: Embassy Colombo

Position Title: Strategic Content Coordination Specialist [Female/ Male] - Current Employees of the Mission

Open Period: 09/12/2023 - 09/19/2023
Format MM/DD/YYYY

Vacancy Time Zone: GMT+5.5

Series/Grade: LE - 6520 10




Salary: USD \$1,302 /Per Month

Work Schedule: Full-time - 40 hours per week

Promotion Potential: LE-10

Duty Location(s): 1 in Colombo, CE

Telework Eligible: Yes

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

Overview

Hiring Path: • Open to the public

Who May Apply/Clarification From the Agency: * Current employees of the Mission

LE Staff salaries are denominated in U.S. Dollars and will be paid in Sri Lankan Rupee at the going rate of exchange each pay period. The official exchange rate for September 5, 2023 is 1 USD = 321.00 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 the **Strategic Content Coordination Specialist** in the **Public Affairs Office**.

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: Yes

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

Travel Required: Must be available to work after hours on specific occasions and to travel throughout Sri Lanka to American Spaces, or to accompany the Ambassador or other high-level officials on trips.

[Back to top](#)

Duties

Basic Function of Position

The Strategic Content Coordination (SCC) Specialist oversees online public engagement through the Mission's digital properties (social media, mobile). Oversees the selection and production of strategic content for distribution in multiple digital and traditional formats to Sri Lankan audience groups. Develops the policies, procedures, and guidelines necessary for Mission use of evolving digital technologies. Coordinates Public Diplomacy (PD) strategic planning, audience research, and program evaluation and measurement. Develops policies, procedures, and guidelines for external Mission communication in crisis situations.

Major Duties and Responsibilities

1. Strategic Planning, Analysis, Evaluation, and Recommendations (45%)
2. Implementation (30%)
3. Resource Management (15%)
4. Administrative Functions (10%)

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.

The complete position description listing all of the duties and responsibilities may be obtained by contacting the Human Resources Office.

[Back to top](#)

Qualifications and Evaluations

Requirements: EXPERIENCE:

Four years of experience is required, with public engagement, communications, or market research and analysis as components of the work. Experience must include designing and executing multimedia campaigns in digital and traditional formats. At least one year of supervisory experience is required. **Candidate must attach copies of relevant service/work experience certificates.**

LANGUAGE PROFICIENCY:

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

JOB KNOWLEDGE:

Detailed knowledge of traditional and digital communication tools and the preferences of PD target audiences in Sri Lanka is required. Comprehensive knowledge of target audience groups, including regional, demographic, ethnic, socioeconomic, cultural, and linguistic factors and the influence of religious, cultural, and educational institutions in shaping Sri Lankan attitudes, is required. Detailed knowledge of commercial marketing techniques, market (audience) analysis and analytics, and customer service is required. Knowledge of trends in regional and international communications patterns and how they affect the Sri Lankan communications landscape is required. Knowledge and understanding of how to identify engagement opportunities and how to leverage them within the societal norms of that community are required. Must have knowledge of commercial and regulatory aspects of digital marketing and advertising products and services.

SKILLS AND ABILITIES:

1. Analytic Skills
2. Communication and Interpersonal Skills
3. Management Skills
4. Technical Skills

Education Requirements: A university degree in Communications, Business, Marketing, International Relations, or local equivalent is required. **Candidate must attach copies of relevant educational certificate/s.**

Evaluations: Language: Level IV English Language Proficiency will be tested.

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

[Back to top](#)

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.

The pay plan is assigned at the time of the conditional offer by the HR Office. LE Staff salaries are denominated in U.S. Dollars and will be paid in Sri Lankan Rupee at the going rate of exchange each pay period. The official exchange rate for September 5, 2023 is 1 USD = 321.00 LKR. This is a temporary revision and should not be assumed as an acquired right.

For EFMs, benefits should be discussed with the Human Resources 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](#).

[Back to top](#)

How to Apply

How to Apply: All candidates must be able to obtain and hold a Local Security Certification clearance.

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 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)
- Transcript (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 requested documents 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.

Next Steps: Applicants who are invited to take a language/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.

[Back to top](#)