



U. S. Department of State
INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST USCG Guadalajara	2. AGENCY STATE	3a. POSITION NO. 312803 A70-201
3b. SUBJECT TO IDENTICAL POSITIONS? AGENCIES MAY SHOW THE NUMBER OF SUCH POSITIONS AUTHORIZED AND/OR ESTABLISHED AFTER THE "YES" BLOCK. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
4. REASON FOR SUBMISSION		
<input type="checkbox"/> a. Redescription of duties: This position replaces Position No. _____ (Title) _____ (Series) _____ (Grade)		
<input type="checkbox"/> b. New Position		
<input checked="" type="checkbox"/> c. Other (explain) CAJE		
5. CLASSIFICATION ACTION		
a. Post Classification Authority S/HRO MEXICO CITY	Position Title and Series Code PUBLIC AFFAIRS SPECIALIST, FSN-6002	Grade 11
c. Other		
d. Proposed by Initiating Office	Public Affairs Specialist	11
6. POST TITLE POSITION (if different from official title)		7. NAME OF EMPLOYEE
8. OFFICE/SECTION Public Affairs		a. First Subdivision
Second Subdivision		c. Third Subdivision
9. This is a complete and accurate description of the duties and responsibilities of my position.		10. This is a complete and accurate description of the duties and responsibilities of this position.
_____ <small>Typed Name and Signature of Employee Date (mm-dd-yyyy)</small>		_____ <small>Typed Name and Signature of Supervisor Date (mm-dd-yyyy)</small>
11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position.		12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.
_____ <small>Typed Name and Signature of Section Chief or Agency Head Date (mm-dd-yyyy)</small>		_____ <small>Typed Name and Signature of Admin. of Human Resources Officer Date (mm-dd-yyyy)</small>
13. BASIC FUNCTION OF POSITION		
Incumbent is responsible for both information and public diplomacy programming in a six-state region. S/he advises the Public Affairs Officer (PAO) and other Consulate General officials, including the Principal Officer, on all aspects of local affairs that have an impact on U.S. policy goals and PD programs, including political sensitivities and how to best convey messages to local audiences and institutions. The incumbent maintains regular high-level contact with government, business, media, and cultural institutions and is in charge of the office in the absence of the PAO.		
14. MAJOR DUTIES AND RESPONSIBILITIES % OF TIME		

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15. Qualifications Required For Effective Performance**a. Education:**

A bachelor's degree in liberal arts, economics, international relations, education, social sciences, communications, or a related field required.

b. Prior Work Experience:

Five to seven years of progressively responsible experience in cultural or media activities, public relations or advertising, university teaching, or similar experience required.

c. Post Entry Training:

On the job training available if needed. Agency-sponsored training periodically available at post, in Mexico City, or in Guadalajara. Seminars and online courses also periodically available.

d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read):

Level IV (fluent) in written and spoken English and Spanish is required.

e. Job Knowledge:

A thorough familiarity with Mexico's media and its political, economic, social, and educational structure and key figures, particularly in the six-state region, is required. Knowledge of public diplomacy information and cultural programs, public relations techniques, and U.S. foreign policy priorities is required.

f. Skills and Abilities:

Ability to develop and maintain high-level contacts in government, political, economic, business, media, and cultural circles is required. Must be able to draft correspondence and reports in English and Spanish. Must have thorough familiarity with computer programs including the Microsoft Office suite.

16. Position Elements**a. Supervision Received:**

Incumbent works independently within broad guidelines set by the PAO. Supervision is general in nature and consists primarily of establishing operational goals. PAO reviews work and provides periodic instruction.

b. Supervision Exercised:

Supervises an LES-8, directs the press work of another LES-8, and provides guidance to the LES-10 who directs academic programming. Serves as the PAO's deputy for general post management and assumes charge of the office in the PAO's absence. Is entirely responsible for the day-to-day administration of all press programs and of non-educational cultural programs to include speakers.

c. Available Guidelines:

The Foreign Affairs Manual and Handbook, the Integrated Country Strategy, specific written guidelines for special situations, and consultations with the PAO, Consul General, and other public diplomacy officers in Mexico City.

d. Exercise of Judgment:

Must exercise careful and consistent judgement in the daily performance of duties, both in dealing with the general public and with media, government officials, and academic contacts, and in organizing work, assigning priorities, and supervising the work of subordinates.

e. Authority to Make Commitments:

Has wide latitude for independent action, including for representational events, but must request funding from the PAO.

f. Nature, Level and Purpose of Contacts:

Maintains close personal contact with all levels of contacts, up to the highest levels of government, business, media, and cultural institutions throughout the six-state region. Uses these contacts to advise the PAO and other Consulate General staff on developments and trends as well as to plan and schedule a full range of public diplomacy programming.

g. Time Expected to Reach Full Performance Level:

One year.

Under the general supervision of the PAO, the incumbent directs all of the Consulate General's information and non-academic PD activities. S/he supervises an LES-8, directs the press work of another LES-8, and provides guidance to the LES-10 who directs academic programming.

The programming environment is complicated and diverse. The Public Affairs Section of Consulate General Guadalajara covers six states, including the second-largest urban area in Mexico and remote rural regions; agricultural, industrial, and commercial centers; wide variety in the quality of political leaders; enormous income disparity; a broad range of media organizations with varying capacities and audiences; cultural and educational infrastructure ranging from innovative to inadequate; and key drug trafficking corridors bracketed by areas that are major sources of illegal immigration to the United States. A once-predictable political system has fragmented, with opposition parties ruling in several states and gaining ground in others. Political and social allegiances must be carefully considered when organizing any public diplomacy program.

As the Public Affairs Specialist, the incumbent:

- Actively identifies and cultivates relationships with high-level government, political, economic, business, labor, media, and cultural leaders in a six-state region in order to guarantee access for the full range of PD programming. Ensures that the PAO and Consul General are connected with key contacts and that these contacts are invited to significant Consulate events. Encourages these contacts to view the Consulate General as a reliable, credible, and timely source of information on bilateral relations and U.S. society. 20%
- Suggests candidates for International Visitor Leadership Program nominations and other exchange programs, as well as for Consulate General-developed programs, invitation lists, or meetings. 5%
- Advises PAO, Principal Officer, and other consulate officials on current events and public opinion trends in the six-state region and the country as a whole that could affect the U.S.-Mexico bilateral relationship and propose appropriate programmatic responses. 10%
- Collects information and anecdotes on results of past programs for reporting via the Mission Activity Tracker (MAT) mechanism. 5%

Specific duties related to information programming:

- Convey information related to Integrated Country Strategy (ICS) goals, both orally and in writing, to editors, reporters, and publishers. Using resources from Washington and Mexico City, supply local media with backgrounders, special features, official texts, and other material of interest. Responsible for media placement of resources from Washington or Mexico City or locally-developed resources. Determine appropriate audience for specific resources and ensure distribution by the Information Assistant. Receive news media queries and coordinate with PAO, Mexico City, and Washington on appropriate responses. 15%
- Arrange press conferences, interviews, panel discussions, and other meetings with television, radio, and print media for PAO, Principal Officer, and other Consulate General officials and visiting officials. Suggest likely questions and answers and advise of possible bias on the part of the interviewer. When necessary, give direct interviews. Draft speeches for the PAO and the Principal Officer. 10%
- Review local media and report to PAO and Principal Officer on stories of particular significance. Share editorials and opinion pieces of significance with Information Assistant for distribution. Coordinate with Information Assistant to ensure that news index with Guadalajara and six-state media pieces of note are shared with Consulate General officials, Mexico City, and Washington on a daily basis. 10%
- Arrange media coverage of PAS-sponsored events or other events in which the Consulate General is involved, including visits by the Ambassador, USG officials, and speakers. Produce pre-event publicity in coordination with the Information Assistant, including press advisories and releases and specific invitations to key media contacts. 5%

Specific duties related to public diplomacy/cultural programming:

- Coordinate Post's Speaker Program, assuring that speakers further ICS goals. Identify appropriate audiences throughout the six-state region, negotiate co-sponsorship and media coverage, organize support materials and follow-on programming, and draft program reports. Coordinate with Cultural Specialist on programs with significant academic implications on all details of programs. 10%
- Convey information on ICS themes, both orally and in writing, to highest-level government and cultural officials, civic leaders, and professional and non-governmental organizations. Seek to engage these vitally important audiences by encouraging co-sponsorship of programs. Act as intermediary to connect Mexican and U.S. organizations that conduct private cultural programming, such as sister cities. 10%