

U.S. MISSION MOROCCO VACANCY ANNOUNCEMENT

Announcement Number: Rabat-2019-005

Position Title: Press and Media Assistant (Audience Research & Analytics)

Opening Period: Friday, February 01, 2019 – Friday, February 15, 2019

Series/Grade: LE - (6510) 9

Salary: (MAD) 309,034 p.a. – (MAD) 309,034 p.a.

For More Info: Human Resources Office: RecruitmentRabat@state.gov

Who May Apply: All interested Candidates /All Sources
For USEFM - FS is 05. Actual FS salary determined by Washington D.C.

Security Clearance Required: Local Security Certification

Duration Appointment: Indefinite subject to successful completion of probationary period.

THIS POSITION IS SUBJECT TO FUNDING AVAILABILITY

Marketing Statement: We encourage you to read and understand the Eight (8) Qualities of Overseas Employees, <https://careers.state.gov/downloads/files/eight-qualities-of-overseas-employees>, before you apply.

Summary: The U.S. Embassy in Rabat is seeking eligible and qualified applicants for the position of Press and Media Assistant (Audience Research & Analytics) in the Public Affairs Section.

The work schedule for this position is Full Time (40 hours per week)

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

Supervisory Position: No

Duties: The incumbent works under the direct supervision of the Public Affairs Officer (or PAO designee). S/he oversees the development and analysis of quantitative and qualitative market research to inform Public Diplomacy (PD) strategic planning and program evaluation and measurement. S/he monitors Moroccan press and media coverage of issues of importance to the U.S. The incumbent identifies and advises Mission leadership on strategies for promoting accurate, balanced Moroccan press and media coverage of U.S. foreign policy and American interests; correcting misinformation; and countering disinformation. S/he builds productive relationships with press, media, and market research professionals. The position has no supervisory responsibilities.

Qualifications and Evaluations

Education: A Bachelor's degree in Journalism, Communications, Marketing, Statistics, International Relations, Social Sciences, Economics, Psychology or local equivalent is required.

Requirements:

Experience: A minimum of four years of progressively responsible experience in a media outlet, think tank, university, NGO, international organization, foreign embassy, government office or corporation is required, with responsibility for public relations, public affairs, journalism, communications, marketing, market research, data visualization, managing public relations, outreach events, press conferences, or other media interactions as significant parts of the job.

(OR)

Education: Two years of college or university studies, in general coursework is required.

Experience: A minimum of six years of progressively responsible experience in a media outlet, think tank, university, NGO, international organization, foreign embassy, government office or corporation is required, with responsibility for public relations, public affairs, journalism, communications, marketing, market research, data visualization, managing public relations, outreach events, press conferences, or other media interactions as significant parts of the job.

JOB KNOWLEDGE:

- Must have a detailed knowledge of U.S. foreign policy objectives and American interests in the Moroccan, especially as they apply to press and media professionals, outlets and online publications.
- Must have a comprehensive understanding of Moroccan press/media institutions and professional journalism standards and practices, as well as trends in audience preferences for information consumption (print, TV, radio, online).
- Must have an understanding of communication trends in the region and internationally as they affect the Moroccan information landscape.
- Must have a detailed knowledge of commercial marketing techniques, market analysis and audience analytics, and customer service.
- Must have detailed knowledge of commercial and regulatory aspects of digital marketing, advertising products and services, and conducting market research.
- Must have a good understanding of U.S. historical, political, economic, social and cultural forces that shape U.S. foreign policy are all required and of U.S. press and media standards, norms and practices.
- Must be familiar with influence patterns in information flow.

Evaluations:

Language: Level IV (Fluency) Speaking, Reading, Writing in English, French and Arabic is required. (Language proficiency will be will be tested)

SKILLS AND ABILITIES:

- Must have a thorough understanding of market research methods, statistics, and ability to analyze primary and secondary audience data.

- Must have the ability to identify, analyze, predict and continually assess attitudes of press and media outlets and information consumers across a wide range of thematic policy areas.
- Must have strong analytic skills to match specific U.S. foreign policy objectives with relevant Moroccan attitudes, perceptions, and stereotypes, and the ability to conceptualize how best to use the full range of Public Diplomacy communication and program tools to move those attitudes in positive ways.
- Must have the ability to advise senior Public Diplomacy /Mission leaders of opportunities to promote Mission objectives with key audience segments and identify creative approaches to address sensitive challenges.
- Must be able to perceive significant changes in the Moroccan influence landscape, and to adjust press/media operations and products to maximize balanced coverage for priority audiences.
- Must have excellent customer relations, interpersonal and cross-cultural communication skills.
- Must have strong qualitative skills, including ability to conduct structured and semi-structured interviews with past, current, and potential program beneficiaries and target audiences.
- Must be able to communicate effectively in formal and informal situations on nuances of U.S. policy.
- Must have excellent written and oral communication skills in order to speak publicly; write reports, press releases and other products; engage in on-line fora; and contribute to publications in English and Moroccan language.
- Must be able to tailor communications to fit formal and informal situations.
- Must be able to brief U.S. officers and visitors on audience research findings and audience segment preferences, to present complex data visually, and interpret between English Arabic and French for public programs.
- Must have strong visual communication skills.
- Must have strong event and management skills.
- Must be able to manage independently research projects from inception to completion, including the interpretation of audience data and the writing of reports for senior PD/Mission leaders.
- Must be able to organize and run events such as press conferences, interviews, workshops and journalism training seminars, often on short notice or in emergencies.
- Must have excellent numerical skills to be able to use and develop statistical analyses of audience segments and measure the impact of Public Diplomacy operations.
- Must have good keyboarding and data entry skills, excellent familiarity with electronic discovery tools, in particular the Internet, and standard information retrieval practices and procedures.
- Must have thorough, detailed knowledge of various computer software programs, specifically Microsoft Word, Excel, PowerPoint, and databases, and statistical software.
- Must have the ability to use digital platforms, tools and products.
- Must have basic familiarity with TV and radio production skills to oversee logistics for press and television coverage.
- Must have the ability to use social media and mobile platforms and photo editing software, photo and video sharing sites and to create podcasts.
- Must be available to travel throughout Morocco to support Mission press and media engagement activities.

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

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.

Benefits: Locally Employed Staff, including Members of Household (MOHs), and Third-Country Nationals (TCNs), working at the U.S. Mission in Morocco may receive a compensation package that includes allowances, competitive bonus and benefits. U.S. Mission will withhold from your gross salary employee's portion of the CNSS and CIMR contributions, health/life/disability insurance contributions as well as all tax obligations as imposed by the US and/or host country governments.

For EFM's, 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:

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: <https://careers.state.gov/downloads/files/definitions-for-va>

How to Apply: All candidates must be able to obtain and hold a Local Security Certification. Applicants must submit a Universal Application for Employment (DS-174) which is available on [US MISSION MOROCCO](#).

To apply:

- a) **Mailing Address:** Human Resources Office
Attention: Vacancy Announcement 19-005
Address: Km 5.7, Avenue Mohammed VI, Souissi, Rabat 10170
- b) **E-mail Address:** RecruitmentRabat@state.gov

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

- DS-174.
- Residency and/or Work Permit.
- CIN copy.
- Bachelor's degree in Journalism, Communications, Marketing, Statistics, International Relations, Social Sciences, Economics, Psychology or local equivalent is required.
- Two years of college or university studies in general coursework.
- Work certificates

What to Expect Next: 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. Embassy in Rabat, Morocco.