

Basic Function Of Position

Under supervision of Press Specialist and direction of PAO, the Information Assistant (PA) carries out a variety of assignments in support of Mission objectives in Asuncion such as drafting/translation of press releases and articles, translations of speeches, coordination of press events, planning and executing public affairs projects, and managing public affairs strategies for mission agencies. In conjunction with the Information Specialist, the PA advises the Ambassador, PAO, DCM, and other Mission officials on press and public affairs topics. Monitors TV and radio news and maintains contacts with key Paraguayan broadcast journalists and media from government and business sectors. Updates office media files, reviews dailies and assists in preparation of daily summaries and press clippings, drafts media reaction reports (MATs). Backs up Information Specialist as needed.

Major Duties and Responsibilities

1. Attends social functions at Ambassador's Residence and other venues, as needed, to deal with social and/or other types of media and assist Ambassador and other high level Mission officers.
2. Reviews and monitors all Paraguayan print, broadcast, and electronic media and advises PAO regarding topics of Mission interest. In conjunction with the Senior Information Specialist, prepares daily news summary for Ambassador and other Mission officials. Drafts media reaction reports and MATs; records/transcribe radio/TV interviews.
3. In conjunction with Senior LE Staff Information Specialist, advises PAO, IO, and other Mission officials as needed in the design and implementation of public diplomacy strategies in support of U.S. government objectives and analyzes media trends.
4. Develops and maintains close personal contact with general media reporters and government press officers. Provides media coverage for Ambassador and visiting dignitaries, especially in the social arena. Maintains/updates Ambassador scrap book of media appearances and media PD files.
5. Manages public affairs outreach and works closely with non-State agencies including USAID, Peace Corps, and the Office of Defense Cooperation.
6. Coordinates press conferences and other press events in support of Mission objectives both for the Public Diplomacy (PD) Section as well as other Mission agencies. Develops and arranges public affairs events including choosing and obtaining a facility, arranging for provision of food and beverages, preparing press kits, and establishing contact with host institution and other activities.

Performs any other services related to the function of the PD operation as directed by Information Specialist and PAO.