

PUBLIC ENGAGEMENT SPECIALIST POSITION

14. Major Duties and Responsibilities

I. Strategic Planning, Analysis, Evaluation, and Recommendations (50% of time)

Stays abreast of U.S. policy objectives in Brazil and uses data-driven analysis to identify opportunities for public diplomacy to advance Mission goals. Works across PAS to analyze audiences using both publicly available and post-generated data. Initiates audience analysis – structured interviews, focus groups, project evaluations, demographic analyses – to match priority audience segments with PD programs, tools, communication platforms, and resources. Recommends to Consulate personnel, in consultation with the PAO, the strategic use of all available PD tools and campaigns, including events, speeches, exchanges, U.S. experts, media engagement, and social media to inform, inspire, and persuade key audiences in support of Mission goals.

Actively plans at least a year in advance for Consulate-wide engagement with key audiences using PD tools, programs, and platforms. Coordinates across the PD Section to determine effectiveness of current PD tools (e.g. exchanges, grants, training, U.S. visits, traditional and social media outreach) in advancing Mission goals among priority audiences. Represents PAS São Paulo on Mission Brazil's PD working group for Monitoring, Evaluation and Learning (MEL). Coordinates PAS São Paulo's development of research, monitoring, and evaluation principles into PD programs. Coaches Consulate PD staff on use of program objectives, audience analysis, and monitoring techniques in their PD activities. Advises São Paulo on monitoring and evaluation; prepares reports for PAO and Brasilia's PD Resource Coordination and Management Specialist (RCMS).

Develops and applies M&E framework to track progress of PD programs (e.g. exchanges, campaigns, events) and analyzes outcomes against stated performance objectives; recommends future engagement based on M&E analysis, fluctuating audience demographics, shifts in communication methods and platforms, and changing Mission goals; recalibrates and refines assessment methods as necessary. Uses evaluation of current and previous activities to fine-tune planned initiatives, and develops project objectives, assessment methods, and outcomes for those initiatives.

Serves as chief advisor to the PAO on synchronizing complex and diverse PD programs. Provides work guidance to the Resource Coordination Unit to ensure resources are aligned with changing PD priorities.

Convenes PD officers and LE Staff for PAO-chaired review meeting, no later than bi-weekly, to identify opportunities to expand Brazilian audience interest in issues of importance to the United States; shares analysis of ongoing and completed PD programs and campaigns, including results of M&E, audience analyses, surveys, focus groups, etc.; and solicits ideas for PD tools and campaigns to support Consulate-wide outreach to diverse audiences.

Builds and maintains professional relationships with Brazilian authorities and industry leaders in communications, emerging technologies, opinion polling, audience analysis, media, and analytics in order

to track Brazilian issues and trends, including information consumption preferences and patterns. Collaborates with Brazilian authorities on projects of strategic mutual interest.

II. Implementation (30% of time):

Solicits and compiles São Paulo input for the annual Public Diplomacy Implementation Plan (PDIP) and Mission Resource Request (MRR); contributes São Paulo PD input to the Mission's Integrated Country Strategy (ICS); updates the triennial Public Diplomacy Country Context (PDCC) – all in consultation with the PAO. Regularly reviews and recommends adjustments to PAS and Mission strategic plans to move target audiences in the consular district along the ladder of engagement in support of Mission goals.

Designs and implements quantitative and qualitative research (e.g. surveys, focus groups, structured interviews, data collection, site visits, project evaluations) to assess PD outcomes and opportunities. Reviews reporting tools such as PD Tools and CRM, and coaches LE Staff on how to report effectively on outcomes. Develops project management tools to track audience response to strategic PD programming and coordinates on-the-job training for PAS staff on use of project management tools.

Reports to PAO, Consulate leadership, and Washington policymakers on the impact of PD programs and resources, including through PD Tools, DOS-mandated reporting mechanisms, and cables linking PD to policy outcomes.

Coordinates PD strategic planning, audience research, and program M&E across the Consulate through regular planning contact with all Consulate elements. Serves on and/or supports interagency working groups carrying out ICS and PDIP objectives. Coordinates with Embassy Brasilia and four other constituent posts in Brazil.

III. Resource Management (10% of time)

Provides work guidance to the Resource Coordination Unit on annual budget for PD programs to ensure resources align with policy priorities and aim to achieve measurable outcomes. Using data from ongoing M&E of programs and campaigns, works with RCU to modify budget to maximize impact. Contributes to the Public Diplomacy Resource Allocation Module (PDRAM) budget, in consultation with the RCU.

Identifies and recommends funding for contracts to expand PAS capacity in areas of expertise not available to staff. Serve as a Contract Officer Representative (COR) for contracts that support surveys, M&E, strategic planning, and audience analysis operations, with responsibilities as indicated in the Delegation of Authority letter. Serves as Grant Officer's Representative (GOR), appointed as a GOR by the Grant Officer, for public engagement projects and initiatives.

IV. Administrative Functions (10% of time)

In coordination with the RCU, maintains required office records and files. Ensures that audience engagement activities are appropriately recorded in PD reporting mechanisms such as PD Tools, CRM, and contact databases, as required. Drafts analytic and other internal reports and office correspondence in

English and Portuguese, specifications for contract requirements, and event proposals. Provides informal interpretation and translation from/to English and Portuguese when required.

Serve as a Contract Officer Representative (COR) for contracts that support surveys, M&E, strategic planning, and audience analysis operations, with responsibilities as indicated in the Delegation of Authority letter.

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.*