

FPDS Officer - Social Media and Web Officer

Position title:	FPDS Officer - Social Media and Web Officer
Appointment Process N°:	2021-DELHI-02
Term Type:	Indeterminate (Full time)
Term Details:	This position is a LES (Locally Engaged Staff) anticipatory-staffing subject to the Terms and Conditions of Employment for LES in India.
Department:	Foreign Policy and Diplomacy Service (FPDS)
Location:	High Commission of Canada, New Delhi
Number of Vacancies:	1
Job Category:	FPDS
Classification:	LE-O1
Salary:	INR 1,206,530 per annum (non negotiable)
Additional Benefits:	13th month bonus (equal to one month's salary), international working environment. Per terms and conditions: A performance based yearly salary increase and paid overtime.
Close date:	19 January, 2022 at 23:59 hrs UTC/GMT

Summary of Duties:

Under the direction of the Program Manager for Advocacy and Public Affairs, the Public Diplomacy/Communications Officer advises and supports the development, planning and execution of the High Commission's online advocacy and public diplomacy activities, including those related to cultural diplomacy. The Officer engages various sections of the High Commission in advance to plan social media content and ensures the development and drafting of various communications products for the Canada in India, Canada in Nepal, & Canada in Bhutan social media channels. The Officer works with others to support other online communications priorities in the mission, including those of the amalgamated Department of Global Affairs Canada and the Pan-India network of Canadian missions. In addition, the officer tracks key online accounts looking for trends, latest news and hot issues, while also recommending which trends/hashtags/people/organizations the mission should be engaging. The officer develops innovative social media and communications initiatives for consideration and produces, edits and posts social media friendly messages, posts, infographics, videos, photos and images/logos for use on the official channels, with appropriate approvals. The officer coordinates translation into French and local languages, when needed, and conducts analytics reporting on various online campaigns and major posts and contributes to reporting.

Area of Selection/Eligibility:

This position is open to external applicants residing in India and employees occupying an indeterminate or term position in Government of Canada Missions based in India and Spouses/Dependants of Canada-based staff who meet all of the essential qualifications and whose applications are received by the closing date. Short-listed candidates should be able to participate in tests and/or interviews in New Delhi at own expense. Other Government of Canada locations may be considered on an ad hoc basis. The successful candidate will be required to relocate to New Delhi at own expense.

Our organization offers an inclusive workplace where respect, teamwork, and collaboration are part of our culture.

Canada's missions abroad are committed to promoting and supporting an environment free from harassment and discrimination, as well as encouraging and supporting employees to learn and develop their skills and competencies.

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The Government of Canada is also committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to a job opportunity or testing, you should advise us in a timely fashion of the accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

Essential Qualifications:

Candidates will initially be screened against the Essential Qualifications relating to education, experience and language. Candidates must clearly demonstrate in their cover letter and CV how they meet each of these essential qualifications.

Education: Master's degree in Mass Communication, or a related field, from a recognized university.

Language:

- Excellent verbal and written communication skills in English
- Excellent verbal and written communication skills in Hindi

Experience: Minimum 5 years of work experience in general, with a minimum of three years' recent experience (within the past 5 years) in each of the following areas:

- Experience in writing social media posts and designing communication materials for social media for a corporate, government and/or non-government entity that were posted for public consumption;
- Experience in managing content creation and posting for multiple online tools simultaneously such as websites, blogs, chats, corporate social media accounts, and/or other online fora.
- Experience in creating, producing and editing electronic visual content including images/logos, videos and infographics.
- Experience in liaising with various stakeholders simultaneously to plan in advance and execute high quality social media products in a timely manner

Computer Skills: Professional proficiency with MS-office (including Word, Excel, PowerPoint), MS Outlook, graphic design, Internet and Social media tools including Twitter, Facebook, Instagram and YouTube, and Video and Photo Editing software.

Rated Requirements:

The Rated Requirements relating to knowledge, abilities and competencies will also be assessed. Methods of assessment may include, but are not limited to, a written examination, an oral interview, role-play, practical tests, presentations and/or psychometric assessment.

Knowledge:

- Knowledge of tools and techniques to stimulate participation and interest in programming public diplomacy and communication and social media activities, including knowledge of various social media channels and their in-built features and functionalities;
- Knowledge of running analytics and producing written reports on social media performance;
- Knowledge of the Government of Canada's international mandate, objectives and priorities as well as knowledge of Canada, including Canadian interests in India;

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- Advanced skills in Word, Internet research, e-mailing, Excel, Outlook, social media tools, infographics design software, video and photo editing software.

Abilities/Competencies:

- Ability to create and develop advocacy activities to raise Canada's profile on key priorities;
- Ability to research and produce communication materials in English in various formats and for various audiences, including the use of new social media tools and methods, graphic design software, photo and video editing tools
- Ability to analyse and evaluate the public environment, policies, issues, programmes, practices and other information in order to provide advice and recommendations on appropriate social media content, tone and timing.

Personal suitability:

- Judgement
- Initiative
- Professional Integrity
- Innovation
- Adaptability & Flexibility
- Teamwork
- Client Service

Asset Qualifications:

Preference may be given to candidates who have the following Asset Qualifications. Where applicable, candidates must clearly demonstrate how they meet any asset qualifications in their cover letter and curriculum vitae (CV).

- Ability to read, understand and communicate in French and/or Punjabi

Operational Requirements

- Must be willing to work overtime on evenings and weekends
- Hours of work will be 37.5 hours/week.

Conditions of Employment

- Ability to obtain and maintain a valid working authorization in India. Per Indian regulations, the High Commission / Consulates can only facilitate working visas for Canadian citizens;
- Ability to obtain and maintain a valid "Reliability Status" security clearance.
- All new hires on or after the effective date of October 6, 2021 are required to be fully vaccinated against COVID-19 as a condition of employment and to attest that they are fully vaccinated against COVID-19 prior to their starting date unless accommodation measures are granted.

How to Apply:

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- Please follow the link (<https://www.wfca-tpce.com/vacancyView.php?requirementId=4755&>) and complete the online application form.
- We are seeking high quality written applications to establish a shortlist for further testing. Your application must include a Cover Letter and Curriculum Vitae in English.
- Your Cover Letter should specify, using concrete examples, how the applicant meets the education, language and experience requirements listed above. Applications which do not include all of the requested documents or information will be rejected.
- Candidates who are unable to submit their application due to technical difficulties must report these to: CSDPDHHumanResources/RessourcesHumaines@international.gc.ca prior to the closing date. Failure to do so will result in the application being rejected.

Important Notes:

- Candidates must be present in India at the time of tests and interviews and will not be facilitated on our behalf by our Missions abroad.
- Candidates are entitled to participate in the appointment process in the official language of their choice. They are asked to indicate their preferred official language in their application (English or French).
- Communication for this process will be sent via email. It is the responsibility of the candidate to ensure accurate contact information is provided and updated as required.
- Please note that some email systems may block emails from unknown users. Candidates should include an email address that accepts email from unknown users and regularly check their email, including junk mail.
- Candidates selected at the screening stage will be invited for further assessment. Methods of assessment may include, but are not limited to, a written examination, an oral interview, role-play, practical tests, presentations and/or psychometric assessment. Reference verifications shall be conducted as a part of the hiring process.
- The High Commission of Canada in India does not reimburse any travel costs to and from interviews/exams nor does it reimburse any relocation costs.
- If candidates need any special assistance in terms of attending exams or interviews, then please let us know during the application process.
- The results of this competition may also be used to establish an eligibility list of staff for similar openings at the High Commission of Canada in New Delhi, which might arise in the 12 months following the completion of this competition.
- If you have any questions at any stage of the process please send an email to CSDPDHHumanResources/RessourcesHumaines@international.gc.ca