



**Wilson  
Center**

*Independent Research, Open Dialogue & Actionable Ideas*

## VACANCY ANNOUNCEMENT

**ANNOUNCEMENT: WC-13-02T**

**POSITION: Communications and Social Media Specialist**  
- **Communications Office**

**OPENING DATE:** October 23, 2012

**CLOSING DATE:** November 21, 2012

**SALARY:** (\$62,647 - \$81,204 per annum)\*  
Salary commensurate with experience.

**LOCATION:** WASHINGTON, D.C.

**WHO MAY APPLY:** All qualified candidates may apply.

**DUTIES:** This position is located within the Center's Communications Team and reports directly to the Vice President of Strategic Communications and Media Relations. The successful applicant will develop and implement the Center's social media effort, and assist in the tailoring of content for the Center's app. As a part of the Communications Team, the Communications and Social Media Specialist will be responsible for the following tasks:

- Develop and implement a Center-wide social media strategy.
- Develop and implement social media campaigns to increase the visibility of the Center, and its programs and products.
- Develop and ensure consistency and quality of content across all social media outlets.
- Act as a social media expert and resource to the Center and its programs, sharing best practice and providing information on how work can be highlighted and maximized with social media.
- Create and maintain a Center-wide online schedule collecting information on short-long term event plans – internally and externally – to maximize the Center's exposure and impact.
- Provide impact measurement and evaluation for the Center's social media outreach.
- Assist in compiling data from Google Analytics and other resources for web-status reports.
- And other related duties as assigned.

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**MINIMUM QUALIFICATIONS:** Applicants must have at least one year of directly related specialized experience developing, executing, and evaluating a social media marketing strategy for an organization.

**SELECTIVE FACTORS (required):**

1. Proven experience developing and executing a social media marketing strategy and evaluating it with analytics.
2. Experience writing and editing material using clear, engaging and grammatically correct language.
3. Oral communication skill.
4. Excellent organizational skills with the ability to multitask and communicate effectively while under deadline.

**QUALITY RANKING FACTORS (desirable):**

1. Experience with current social media resources including Facebook, Twitter, LinkedIn, Scribd and YouTube.
2. Ability to train others on how to maximize social media and other new technologies.
3. Ability to use graphic design and/or photo editing software such as Photoshop.

**WHERE AND HOW TO APPLY:** The Wilson Center does not require a standard application form, but we do require applicants to submit the information listed below. Application materials can be submitted to [jobs@wilsoncenter.org](mailto:jobs@wilsoncenter.org) or to the address at the end of this announcement. It is very important that you fully address how your work experience and education/training meet both the minimum/specialized experience qualifications and the selective factors. These minimum qualification requirements and/or selective factors identify the knowledge, skills and abilities necessary to be eligible to compete for the position. Quality Ranking Factors/Ranking Factors are not mandatory but are used to determine the best qualified candidates among those eligible to compete for the position. Therefore, it is to your benefit to provide a full description of your experience and education/training relative to the job requirements of this vacancy. Rating of experience will be based only on the information you supply.

**JOB INFORMATION:** The announcement number, position title, and grade(s) or minimum salary requirements for the job to which you are applying.

**PERSONAL INFORMATION:** Your full name, mailing address, daytime and evening telephone numbers, salary history, and country of citizenship.

**EDUCATION:** Colleges and/or universities attended - include name, city, state; majors and type of degree and year(s) received. (A copy of your transcript is not required unless specifically requested.)

**WORK EXPERIENCE:** Give the following information for your paid and non-paid work experience related to the job to which you are applying: job title, employer's name and address, duties, responsibilities, and accomplishments, supervisor's name and telephone number, starting and ending dates (month and year), hours per week and salary. Please indicate whether or not your current supervisor may be contacted.

**OTHER QUALIFICATIONS:** Any job-related skills (for example computer, foreign language ability, and/or typing skills), training courses (by title and year), honors, awards, and special accomplishments.

#### IMPORTANT INFORMATION FOR ALL APPLICANTS

- (1) Applications **must be received** by 11:59pm (Eastern Standard Time) on the closing date.
- (2) **Failure to address the mandatory qualification requirements and quality ranking factors may result in your not receiving credit for all of your pertinent experience. Applicants are strongly urged to address these factors on a sheet or in a cover letter separate from your resume. If you omit the information requested in this announcement your application may be rated ineligible.**
- (3) Please do not fax your application unless it is specifically requested.
- (4) Travel and Transportation and/or Relocation Expenses are not authorized.
- (5) The use of U.S. government postage paid envelopes is a violation of federal law and will disqualify you from consideration.
- (6) We provide reasonable accommodation to applicants with disabilities. If you need reasonable accommodation for any part of the application and hiring process, please notify us. The decision on granting reasonable accommodation will be on a case-by-case basis.
- (7) This is not a U.S. civil service position.
- (8) If a vacant position is filled below the full performance level, the selectee may be promoted after meeting time-in-grade without further competition.
- (9) **Please note: All newly appointed employees must serve a one-year initial trial/probationary period.**

*Please Note: All Woodrow Wilson International Center for Scholars positions require fingerprinting of employees hired and will include some additional background checks before employment. The Immigration Reform and Control Act of 1986 requires employers to hire only individuals who are eligible to work in the United States. Upon reporting for work, an individual will be expected to present proper evidence establishing employability. The Woodrow Wilson Center participates in the U.S. Citizenship and Immigration Services' (USCIS) E-VERIFY electronic employment verification process.*

Send application materials electronically to: [jobs@wilsoncenter.org](mailto:jobs@wilsoncenter.org)

Or mail to:

Woodrow Wilson International Center for Scholars  
Human Resources WC-13-02T  
One Woodrow Wilson Plaza  
1300 Pennsylvania Avenue, NW  
Washington, DC 20004-3027