

**Strategic Communications Assistant
IS-1001-07**

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INTRODUCTION

This position in the Center for Folklife and Cultural Heritage (CFCH), Smithsonian Institution. The purpose of this position is to provide strategic communications support to CFCH research, education and cultural sustainability teams. The incumbent works collaboratively with CFCH staff under the direct supervision of the Director of Special Projects.

MAJOR DUTIES

Communications Support (40%)

- Drafts online and print communications, including documents, handouts, emails, charts, presentations, video scripts, web pages, blog posts and social media posts to explain CFCH research, education, and cultural sustainability programs to its audiences.
- Participates in meetings, discussions, and workshops and reviews relevant CFCH materials and communications.
- Independently develops and drafts the content of written communications in cooperation with relevant CFCH staff. Materials should reflect the CFCH strategic plan and branding, incorporate the needs and communications styles CFCH audiences and be consistent with CFCH communication tone of voice and style guidelines.
- Coordinates development of written and visual content developed by CFCH staff, as well as external partners and collaborators.
- Serves as a member of CFCH editorial and communications team, providing input to editorial calendar.
- Makes revisions and edits to draft materials as prescribed by the Director of Special Projects and other relevant CFCH staff, following instructions and meeting deadlines as appropriate.
- Updates and maintains communications contact and mailing lists.
- Develops national media lists, compiles and produces press resource and outreach materials for CFCH programs and events.

Multimedia Support (30%)

- Develops graphic and visual design of documents, handouts, web pages and other printed and online publications using design software such as Adobe InDesign, Adobe Illustrator, and other similar programs.
- Proposes creative ways to share content in ways that reflect the CFCH strategic plan, incorporate the needs of CFCH audiences and consistent with CFCH communication tone of voice and style guidelines.
- Makes revisions and edits to draft materials as prescribed by the Director of Special Projects and relevant CFCH, following instructions and meeting deadlines as appropriate.
- Assists in the production and editing of CFCH videos to share content that reflects the CFCH strategic plan, incorporates the needs and communications styles of CFCH audiences and are consistent with CFCH communication tone of voice and style guidelines.

- Works with relevant CFCH staff to develop scripts and storyboards and rough cuts of videos. Participates in filming and interviewing subjects and tracking down and selecting still images and other video footage to enhance video content. Makes revisions and edits to draft materials as prescribed by relevant CFCH staff, following instructions and meeting deadlines as appropriate.
- Maintains certain areas of Folklife website by updating and uploading written and visual content. Basic knowledge of web technologies and ability to follow CFCH technical guidelines required.

Administrative Support (30%)

- Assisting with scheduling, logistics and setup for special events, meetings, presentations, workshops, and events related to CFCH programs and activities.
- Conducting internal and external research as requested by Director of Special Projects, reviewing, aggregating, and analyzing online, print, and verbal content and conveying it in specified written, visual, and oral formats as specified.
- Makes revisions and edits to draft materials as prescribed by the Director of Special Projects, following instructions and meeting deadlines as appropriate.
- Providing administrative assistance to other employees in CFCH as needed and as directed by the Director of Special Projects. Tasks could include but are not limited to: providing office support, running errands, answering phones, making copies, staffing events, and assisting with research or writing projects.

Performs other related duties as assigned.

FACTORS

Knowledge Required

- Overall knowledge of the Smithsonian, including its organization and institutional procedures.
- Knowledge of administrative concepts, principles, and practices to independently perform office support and administrative services.
- Skill in handling the pressures and responsibilities of meeting deadlines.
- Skill in writing and editing information materials.
- Skill in a variety of computer software programs, such as Microsoft Office Word, Microsoft PowerPoint, and Microsoft Excel.
- Skill in basic graphic design techniques and experience working with a variety of design software including Adobe InDesign, Adobe Illustrator, and other similar programs.
- Skill in basic video editing techniques.
- Ability to work on multiple tasks simultaneously while meeting quality and timeliness expectations.
- Ability to understand and creatively develop content for CFCH audiences.
- Ability to write clearly, following applicable style and tone of voice guidelines
- Ability to create interesting and visually appealing graphic and visual representations for communications materials, following applicable style, visual identity, and tone of voice guidelines.

- Ability to communicate orally using discretion and good judgment in internal office operations, interactions between CFCH, other Smithsonian offices, and individuals and organizations outside the Smithsonian.

Supervisory Controls

Supervisor defines overall objectives and priorities. Written and verbal instructions are received from the Director of Special Projects. The incumbent is independently responsible for planning and carrying out tasks in accordance with established procedures. The supervisor evaluates completed work for effectiveness and accuracy.

Guidelines

Guidelines include Smithsonian publications, manuals, memoranda, and directives. The incumbent must use judgment in the interpretation, adaptation, and application of available guidelines. When guidelines do not apply, incumbent refers to the supervisor for guidance.

Complexity

Decisions regarding what needs to be done are based on the incumbent's knowledge of policies, priorities, and goals of the supervisor and staff. The work includes various duties involving different and unrelated procedures and methods, some of which must be initiated by the incumbent.

The Strategic Communications Assistant is expected to handle multiple projects, meet deadlines, and operate with a high degree of professionalism and independence, consulting supervisors on matters of extreme difficulty and informing supervisor of status on all projects at regularly established intervals.

Scope and Effect

The purpose of the work is to perform various duties in support of CFCH. The work directly affects the Smithsonian's ability to understand, communicate with and serve its audiences and stakeholders.

Personal Contacts

The incumbent has daily contact with CFCH staff, other Smithsonian offices staff and individuals and organizations outside the Smithsonian.

Purpose of Contacts

Contacts are established and maintained for the purpose of gathering and disseminating information about CFCH research, education, and cultural sustainability activities.

Physical Demands

The work is primarily sedentary but also includes traveling to other Smithsonian locations and carrying light items such as laptops, projectors, books, and files.

Work Environment

Work is performed in an office environment.