



## Media and Communications Manager

The Embassy of Switzerland in the United States of America located in Washington, D.C., is seeking a qualified candidate for a full-time (100%) permanent position as **Media and Communications Manager** starting in late 2021 or January 2022.

The Media and Communications Manager works in the Communications and Public Diplomacy Section, which is responsible for planning and implementing all aspects of the Embassy of Switzerland's communications and public diplomacy outreach. The position focuses primarily on proactively supporting media relations for the Embassy, and requires excellent communication skills. Projects regularly involve working with other sections at the Embassy, the Swiss Federal Department of Foreign Affairs in Bern, and third-party communications service providers.

### Duties and Responsibilities

#### Media Relations

- Responsible for routing media inquiries through appropriate channels before responding to them in a timely manner, keeping accurate records of all interaction with the media
- Monitors the U.S. media in the form of composing a daily press review
- Plans and implements media events such as press conferences and background meetings with Swiss and U.S. journalists
- Maintains a media database of Swiss and U.S. journalists and their respective areas of coverage

#### Communications

- Manages and implements the communication strategies and digital governance of the Swiss Federal Department of Foreign Affairs and of the Embassy, provides quality control with respect to the consistent use of language, terminology, and corporate design/identity
- Plans and implements communications and outreach activities in support of the Embassy's public diplomacy priorities and initiatives (including video content)
- Responsible for writing, editing, and overseeing the design of print and online materials such as the Embassy's quarterly newsletter "Switzerland Today," media releases, speeches for the Ambassador and for other members of the Embassy's leadership team, brochures, social media posts and the Embassy's website content
- Supports the Social Media Manager in monitoring and "feeding" the Embassy's social media channels

#### Administration

- Manages and maintains subscriptions to all newspapers and magazines in circulation at the Embassy
- Manages media monitoring subscriptions and services

### Requirements (Please do not apply if you do not meet all of the requirements below)

- Four-year college or university degree in communications, media studies, international relations, political science, or in a related field
- At least three years of relevant professional work experience in the field of communications
- Fluency in either German, French, or Italian is required; passive knowledge of one of the other languages is preferred
- Fluency in English, including the ability to compose texts and other written material in English, as well as fluency in the spoken language to conduct daily business as needed

- Excellent computer skills, including Microsoft Office Suite, and proficiency on all social media platforms and monitoring tools
- Social media and creative content production: Proficiency in the use of graphic design programs (Adobe Creative Suite and Content Management Systems) and video production and editing programs
- Experience in web content management
- Excellent knowledge of the American political landscape, Washington DC in particular
- Excellent knowledge of Switzerland (press, social media, political system, education, science, culture, etc.)
- Excellent knowledge of and experience in the U.S. and Swiss communications landscape
- Ability to build relationships with U.S. and Swiss correspondents
- Possess a broad interest in all forms of communication, ready to accept new ideas and concepts
- Possess an aptitude for communications and public diplomacy with an interest in working in a diplomatic setting
- Proven ability to work independently, but also to integrate into a team to achieve common goals
- Ability to prioritize and multitask, sometimes under pressure and with short deadlines
- Friendly and open-minded personality with a reliable and tactful character
- Occasional work on weekends and evenings as needed (approx. 3-5 weekends and 20-30 evenings per year)
- Service-oriented approach toward tasks
- Valid U.S. driver's license

### **We Offer**

- An inviting working atmosphere, interesting work at a foreign representation
- Competitive salary and benefits package (U.S. local employment contract)
- Employer-matched 401(k) plan for eligible employees
- 20 annual vacation days, American holidays and some Swiss holidays
- Location in N.W. Washington, D.C.

### **To Apply**

Please send your résumé, a letter of interest relevant to your qualifications for the position as described above, and salary expectations no later than **Sunday, November 7, 2021**, in PDF format to: [washington.jobs@eda.admin.ch](mailto:washington.jobs@eda.admin.ch). In the subject line, please write your "LAST NAME, FIRST NAME, Media and Communications Manager" to ensure timely processing of your application.

No phone calls please; only those who are selected for an interview will be contacted by mid-November.