



## Job Opening

The Embassy of the Federal Republic of Germany in Washington, DC, represents German interests in the United States. As such, it offers an attractive and unique workplace for its employees.

The Embassy is currently seeking to fill a full-time position (40 hours per week) for a **Social Media Specialist, starting Mid-May of 2024.**

The ideal candidate will be a social media savvy individual with the technical background, drafting skills, political sense and creativity to develop social media content on German foreign policy, US-German relations and all things Germany in the United States.

### Duties and Responsibilities:

- Develop content for the Embassy social accounts (especially on X, Facebook, Instagram and LinkedIn) and newsletter, in accordance with strategic communication goals of the Embassy. This includes staying up to date on social media trends and taking the initiative to propose new content, means or channels as appropriate, building an audience and ensuring community engagement.
- Video: production of short and long-form content
- Campaigns: Develop and implement social media campaigns on special topics or occasions (e.g. climate policy; NATO anniversary)
- Analytics: compile monthly/annual reports on Embassy/Ambassador accounts to inform regular discussions on how to improve content.
- Regularly train and delegate to interns on matters of social media.
- Preferable: Willingness to learn the Embassy's audio visual systems to record special events.

### Qualifications and Requirements:

- BA required, MA preferred in fields such as Political Science, International Relations, German, Communications, Journalism, Public Relations, Multimedia, etc.
- Strong knowledge of and practical experience in working with social media
- German language: ability to read and speak German for meetings and in-office communication. Perfect or native fluency is not required.
- Ability to write in English with precision for the purpose of public communications
- Skills in filming, audio, editing. Experience with Adobe Suite software (Premiere Pro, After Effects, Photoshop) preferred.
- Politics/Media: knowledge of American and German politics, foreign policy, and history. Knowledge of the news media and new media.
- Knowledge of scheduling/analytics platforms, like Hootsuite/Sprout, preferred.

**Benefits:**

The Embassy offers a comprehensive benefits package:

- Health, dental, and vision insurance, with 75% premium coverage for employees and their family members
- 401(k) retirement savings plan with employer match of up to 5% of employee income
- Eight weeks paid parental leave
- Seventeen days of paid vacation leave annually to start, increasing up to 28 days annually
- Thirteen days of paid sick leave annually
- Up to 12 paid holidays per year
- Up to 50% premium reimbursement for disability insurance
- Office with daylight window

**Pay:**

Pay is based on a 40-hour week with a monthly pay period; overtime is compensated at 1.5 times the regular pro-rated hourly rate. The gross starting salary for the position is \$6,090 per month. The position will be open-ended, provided the candidate proves suited to the job during the probationary period. A one-year contract will be signed initially.

Contract terms and compensation are based on local law, as per the standard employment agreement for non-diplomatic staff at the German foreign missions in the U.S. and the corresponding pay scale.

The Federal Foreign Office is committed to the professional advancement of women and expressly encourages qualified women to apply.

Prior to hiring, the successful candidate will be required to show adequate health through a medical examination by the Embassy's partner physician. In addition, a background check will be conducted. Your cooperation is required for hiring.

Applicants who are not U.S. citizens must have a valid work permit. Work visa sponsorship by the Embassy is not possible.

**Please send your complete written application** along with the customary documents (letter of application, résumé, proof of graduation, references/letters of recommendation, copy of passport, and, if applicable, a copy of the Green Card or visa, together with your work permit) **by email by April 26, 2024 to:**

German Embassy | Attn.: Mr. Swen Janke | 4645 Reservoir Rd. NW | Washington, D.C. 20007  
**Email: [vw-10@wash.diplo.de](mailto:vw-10@wash.diplo.de)**

Please note that the Embassy will consider complete and timely applications only. No acknowledgements of receipt and/or application materials will be returned. The Embassy will contact only those applicants who are invited to an interview. Selection interviews are expected to take place in **beginning of May 2024.**

Information about data privacy rights pursuant to Article 13 of the EU General Data Protection Regulation (GDPR) can be found at: <https://www.germany.info/us-de/datenschutz>