

# **Outreach Specialists Aqaba Marine Park Kingdom of Jordan Autumn 2011**

**OPPORTUNITY:** The U.S. Department of the Interior's International Technical Assistance Program (DOI-ITAP) is seeking two outreach specialists to enhance and develop the outreach program of Aqaba Marine Park in Jordan. The short-term post would require travel to Jordan for approximately two weeks in addition to pre-trip planning and post-trip debriefing and reporting.

## **Special Expertise Required:**

- **Professional experience with messaging and media interaction that maximizes public relations and visitor engagement**
  - Ability to evaluate media culture and opportunities for interaction
  - Professional experience with new and traditional media and strategies to address for marketing needs and visitor engagement
  - Experience creating targeted, cogent messages and themes for public consumption
- **Understanding of design and use of thematic and effective information and interpretation in protected areas**
  - Including signage (sign plans), map design, brochures, posters and other outreach tools.
- **Ability to work cross culturally and adapt recommendations to be both technically accurate and effective while working in the local culture.**
  - Work with those who speak little or no English language. Interpretation will be provided as needed.

**BACKGROUND:** DOI-ITAP provides assistance to other countries on subjects of Departmental expertise, on a reimbursable basis. The program is currently operating in seventeen countries with support from organizations such as the U.S. Agency for International Development (USAID), the World Bank, the Inter-American Development Bank and the Millennium Challenge Corporation.

The U.S. Agency for International Development has provided funds to DOI's International Technical Assistance Program (DOI-ITAP) to implement this project, named the Jordan Parks Project. The project is closely coordinated with the Petra Development Tourism Regional Authority whose Chairman reports directly to the Prime Minister of Jordan. The Jordan Parks Project aims to encourage economic growth via development of the Kingdom's cultural and natural tourism sites—for instance Petra Archaeological Park, Wadi Rum Nature Reserve, Aqaba Marine Park, and a number of other protected areas.

**ASSIGNMENT:** This assignment will include planning for the full visitor experience at Aqaba Marine Park. The team will spend time with staff to receive a general understanding of the local context/operational environment (including regional tourism sites and informal gatherings with staff and community members). The team is expected to incorporate the local experience with U.S. best practices in order to develop a suitable interpretation experience and plan for media engagement.

Some objectives of this assignment are:

- Demonstrating techniques for the selection of key messages;
- Evaluating existing media avenues and opportunities;
- Providing guidance on media interaction, particularly new/online media;
- Assisting with interpretive site planning (e.g. messaging, outreach tools such as signs, brochures);
- Managing content databases (assessment of current systems, recommendations for improvement);
- Conducting discussions with staff around key themes, providing advice on information management, effective outreach and visitor engagement issues;
- Present information on the U.S. experience, best practices, including linkages to the local context; and
- Develop a technical assistance follow-up plan that might include strategies such as additional in-country missions, long distance consulting (e.g., via email)

**SCHEDULE:** The two-week detail is anticipated to begin in November 2011. There is some flexibility in the schedule; please explain any timing constraints you have in your application.

**PRE- AND POST-TRIP DUTIES:** All travel and in-country logistics will be handled by DOI-ITAP. Background material will be provided to the selected individuals prior to departure. The selected individuals will be expected to work in collaboration with the DOI-ITAP manager, team colleagues, in-country counterparts, and USAID representatives both before and after travel to the region. Selected individuals will communicate both over the phone and through e-mail on the preparation and follow-up for the technical assistance.

Each team member will provide the DOI-ITAP manager a brief draft report of the trip events, evaluations made, and recommendations for future related training and technical assistance within three weeks of the completion of the each trip.

**COSTS:** DOI-ITAP will cover all travel costs associated with this assignment (round-trip airfare, lodging, health insurance, meals, immunizations, etc.). The salaries of the team members will be paid by their employing DOI agency for the duration of the international assignment, including pre- and post-trip obligation, unless otherwise negotiated.

## **APPLICATION REQUIREMENTS**

Persons wishing to be considered for this assignment:

- Must be a current DOI employee or retiree;
- Must have demonstrated experience in the technical specialties detailed above;
- Must be willing to stay and work in small town setting in a Middle Eastern Country;
- Must have demonstrated ability to work with and adapt to the needs and abilities of agencies and professionals of different ethnic or cultural groups;
- Must be in excellent health.

Additional desirable qualifications include:

- Previous international experience, particularly experience with protected area systems in other countries (please indicate if you have been to Jordan and in what capacity); and

- Arabic language proficiency.

Upon selection, candidates must submit a current physician-signed letter or medical review form indicating fitness for duty.

Candidates that reach the interview stage of the selection process must obtain supervisory approval for their participation in this program, including how comp time for travel will be spent.

### **HOW TO APPLY**

Persons interested in being considered for this international assignment must:

- Send a resume and cover letter summarizing direct, relevant work experience, related to the skills listed under application requirements. Please submit electronically to Colleen Castle ([colleen\\_castle@ios.doi.gov](mailto:colleen_castle@ios.doi.gov)) with the subject: "Outreach Specialist Applicant, Jordan."
- If your supervisor has already given approval, please indicate this.
- All applications should be submitted as soon as possible but no later than **August 19, 2011**.

Please contact: Colleen Castle with any questions at the above email address or 202-208-5160, or Marc Weitzel at [marc\\_weitzel@ios.doi.gov](mailto:marc_weitzel@ios.doi.gov), 805-671-9746.

All NPS applicants should also copy their applications to Rudy D'Alessandro ([rudy\\_dalessandro@nps.gov](mailto:rudy_dalessandro@nps.gov)) in the NPS Office of International Affairs. *As per NPS policy, NPS employees who have traveled with DOI-ITAP within 12 months of the departure are ineligible.*

### **Selection Process**

Applications will be reviewed and interviews conducted after the deadline.

A short list of candidates will be interviewed by telephone. The entire selection process may take a few weeks, as resumes must be cleared in Jordan as well as by DOI/ITAP. All candidates will be notified of the results of the selection process, notification may be by telephone, email or letter.

This position is open to all applicants who meet the stated requirements. Every effort will be made to select applicants who have not yet had the opportunity to participate on an ITAP assignment.