



## PUBLIC DIPLOMACY OFFICER CAREER DEVELOPMENT

As you begin a career in Public Diplomacy (years 1 - 4), you may:

- do an average of three years of consular work, testing your ability to work in a high-speed environment requiring maximum contact with the foreign public and host national colleagues
- learn and appreciate the intellectual and cultural environment of your host country through awareness of the media, customs, public events and contact with important interlocutors
- arrange a wide variety of programs and activities, including presentations by visiting American scholars, performances and exhibits by American artists, and briefings of exchange students
- seek to communicate U.S. views and a deeper awareness of American perceptions through public speaking, professional relationships and individual contacts
- organize and run a Congressional visit, or accompany the Ambassador on a call to the host country leadership.

At the mid-career level (years 4 - 16), you may:

- develop plans and tactics for building public and media support for U.S. diplomatic objectives
- interpret and advocate American positions in order to build understanding, support and consensus
- serve as the press spokesperson for the Embassy and handle the media aspects of visits by the President and Secretary of State
- help craft information, exchange and culture programs to promote the goals of your mission.

At the senior level (years 16 - 27), you may:

- articulate policy messages and guide sophisticated long-term consensus building, education and information delivery efforts
- evaluate programs and activities to ensure effectiveness and to see that necessary changes are made as public support shifts and resource adjustments are needed.
- serve as member of an Embassy's "country team," or as Ambassador, Deputy Chief of Mission, Consul or, in other senior capacities
- serve as a Public Affairs Officer abroad or a senior public diplomacy official in Washington, evaluating the total communication challenge involved in achieving American objectives over a period of years, and developing strategic plans to win the necessary public understanding and support.
- in Washington, serve as a Country Director or Deputy Assistant Secretary for one of the regional or functional policy bureaus.