

Honorable Pulaali'i Nikolao Pula
Governor

Honorable Pulumata'ala Ae Ae Jr.
Lieutenant Governor

Titiaoalii Dr. Asenati Ietitaia Sa'u-Umi
DHR Director

Max Tuitele
Deputy Director

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Deputy Director



**AMERICAN SAMOA GOVERNMENT
DEPARTMENT OF HUMAN RESOURCES
PAGO PAGO, AMERICAN SAMOA 96799**

JOB ANNOUNCEMENT

Job Title: <i>Media Specialist</i>	Posting Date: <i>January 21, 2026</i>	Serial No.: <i>008-26</i>
Department/Division: <i>Arts Council</i>	Closing Date: <i>February 10, 2026</i>	Announcement No.: <i>008-26</i>
Type of Position: <i>Temporary Appointment</i>	Posting Type: <i>Employment Opportunity/ Open to the Public</i>	Pay Grade and Salary Range: <i>GS-12/\$17,673 - \$43,023 p.a.</i>

General Description:

A media specialist is involved in assisting with the creation and execution of digital marketing campaigns across various platforms, including social media, by developing content, scheduling posts, monitoring analytics, and supporting the overall media strategy, while requiring minimal prior experience in the field; key responsibilities may include content creation, social media management, basic data analysis, and staying updated on digital trends.

Key Duties and Responsibilities:

- **Content creation:**
 - Drafting engaging text for social media posts, writing blog articles, generating ideas for visual content (images, videos) aligned with brand guidelines.
- **Social media management:**
 - Scheduling posts across various platforms (Facebook, Instagram, Twitter, LinkedIn), responding to comments and messages, monitoring social media conversations.
- **Analytics reporting:**
 - Tracking key metrics (impressions, engagement, clicks) on social media platforms and generating basic reports to analyze campaign performance.
- **Platform optimization:**
 - Staying updated on the latest features and best practices for different social media platforms.
- **Content calendar development:**
 - Assisting in creating and maintaining a content calendar with scheduled posting times.

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Department of Human Resources, A.P. Lutali Executive Office Building, Pago Pago, Am Samoa 96799

Ph: (684) 699-4481/ Email: nfo@hr.as.gov

"Uphold Ethical & Fair Leadership, Fostering Transparency, & Ensuring Accountability"

- **Brand consistency:**
 - Ensuring all digital communication aligns with established brand identity and messaging.
- **Basic data analysis:**
 - Interpreting data from social media analytics to identify trends and make recommendations for adjustments.
- **Research and trend monitoring:**
 - Identifying relevant industry trends and emerging digital marketing tactics.
- Perform other job-related duties as assigned.

Knowledge, Skills, and Ability:

- Excellent written and verbal communication skills
- Proficiency in social media platforms
- Basic understanding of digital marketing principles
- Ability to work independently and as part of a team
- Strong attention to detail
- Basic graphic design skills (optional)
- Familiarity with analytics tools

Academic and Experience Requirements:

- Applicant must have a master degree plus one (1) year of work related experience
- OR a bachelor degree plus three (3) years of work related experience plus one (1) year of supervisory capacity.
- Years of progressively responsible working experience may be substituted for a portion of the academic requirement.
- Salary will be adjusted according to experience.

Complete information concerning this vacancy may be obtained from the Personnel Division of the Department of Human Resources, or please contact the Recruitment Unit at 699-4489.

Fa'afetai tele,



Titiaoalii Dr. Asenati Ietitaia Sa'au-Umi
Director
Department of Human Resource

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