

**Opportunity Title:** Public Affairs Data Analyst Intern for USAG Italy

**Opportunity Reference Code:** APGDPW-ENV-2020-0008

**Organization** U.S. Department of Defense (DOD)

**Reference Code** APGDPW-ENV-2020-0008

**How to Apply** Components of the online application are as follows:

- Profile Information
- Educational and Employment History
- Essay Questions (goals, experiences, and skills relevant to the opportunity)
- Resume (PDF)
- Transcripts/Academic Records - For this opportunity, an unofficial transcript or copy of the student academic records printed by the applicant or by academic advisors from internal institution systems may be submitted. [Click here for detailed information about acceptable transcripts.](#)
- 1 Recommendation(s)

Submitted documents must have all social security numbers, student identification numbers, and/or dates of birth removed (blanked out, blackened out, made illegible, etc.) prior to uploading into the application system.

If you have questions, send an email to [ARMY@orise.orau.gov](mailto:ARMY@orise.orau.gov). Please list the reference code of this opportunity in the subject line of the email.

All documents must be in English or include an official English translation.

**Letter of Recommendation:** While a letter of recommendation is not required to be considered, applicants are required to provide contact information for one recommendation in order to submit the application. Applicants are encouraged to request a letter of recommendation before submission as this may help reviewers have a better understanding of the applicant's qualifications and interests. If selected, a letter recommendation must be submitted on your behalf upon acceptance of the appointment.

**Description** This opportunity takes place in **Vicenza, Italy.**

The US Army Garrison Italy Public Affairs Office supports United States Army Garrison Italy by communicating on behalf of the installation and its leadership - providing clear, accurate, timely information to internal & external audiences. The office facilitates command information, media relations, community relations and integrated communication strategy for the U.S. Army in Italy through variety of communication strategies- including internal news and information products, media engagement, and public outreach.

Under the mentorship of the Public Affairs Officer, the intern will apply critical thinking and knowledge of DoD public affairs principles through



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research within a cross-functional team to refine data and messaging, and make recommendations to USAG Italy leadership in alignment with annual command guidance. The intern will persistently monitor social media to identify emerging issues affecting Soldiers, civilians and family members in Vicenza and Camp Darby and coalesce the data into useable information to enable key leaders to make informed decisions. The intern will apply a variety of media monitoring techniques combined with public affairs and communication expertise to help solve complex operational and planning challenges. They will use communication skills to provide actionable recommendations that support strategic communications planning and operational decision-making.

The three key research projects which the intern will research are:

- Collection and evaluation of data to provide feedback to senior leaders to inform them of community interest and awareness of base operations and services.
- Development of recommendations for an annual communications plan to support annual command guidance.
- Development of recommendations for a social media campaign to support DoD and USAG Italy communication objectives.
- Participation in monthly working groups, strategic communications synchronization meetings with USG Italy leaders and monthly Community Leadership Information Forum with senior leaders.

Learning Objectives:

- Learn to apply a variety of communication methods and techniques to market and promote activities
- Learn to apply knowledge and information management best practices to enhance information flow.
- Learn online media, publishing and advertising metrics, systems and platforms; search engine optimization (SEO) related tools and metrics.

### **Appointment Length**

This appointment is a twelve month research appointment, with the possibility to be renewed for additional research periods. Appointments may be extended depending on funding availability, project assignment, program rules, and availability of the participant.

### **Participant Benefits**

Participants will receive a stipend to be determined by **APGDPW**. Stipends are typically based on the participant's academic standing, discipline, experience, and research facility location. Other benefits may include the following:

- Health Insurance Supplement. *Participants are eligible to purchase health insurance through ORISE.*
- Relocation Allowance
- Training and Travel Allowance

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**Nature of Appointment**

The participant will not enter into an employee/employer relationship with ORISE, ORAU, DOD, or any other office or agency. Instead, the participant will be affiliated with ORISE for the administration of the appointment through the ORISE appointment letter and Terms of Appointment.

- Qualifications**
- Familiarity with government provided and/or commercially-available social media tools (Facebook, Twitter, Instagram, Pinterest).
  - Experience in converting news, social media, associated metrics and metadata into structured data/reports to senior leadership.
  - Ability to work collaboratively and effectively with higher headquarters and other agencies in the community.
  - Ability to handle multiple tasks simultaneously, establish priorities and work in an organized manner; ability to work independently and as a team member.
  - Experience in working with community coalitions and strategic multi-disciplinary committees.
  - Excellent oral and written communication skills.
  - Experience in preparing and presenting compelling, decision-focused senior leadership briefings.

- Eligibility Requirements**
- **Citizenship:** U.S. Citizen Only
  - **Degree:** Bachelor's Degree received within the last 60 months or currently pursuing.
  - **Academic Level(s):** Undergraduate Students.
  - **Discipline(s):**
    - **Chemistry and Materials Sciences** ([12](#) )
    - **Communications and Graphics Design** ([2](#) )
    - **Computer, Information, and Data Sciences** ([16](#) )
    - **Earth and Geosciences** ([21](#) )
    - **Engineering** ([27](#) )
    - **Environmental and Marine Sciences** ([14](#) )
    - **Life Health and Medical Sciences** ([45](#) )
    - **Mathematics and Statistics** ([10](#) )
    - **Other Non-Science & Engineering** ([2](#) )
    - **Physics** ([16](#) )
    - **Science & Engineering-related** ([1](#) )
    - **Social and Behavioral Sciences** ([27](#) )
  - **Veteran Status:** Veterans Preference, degree received within the last 120 month(s).