LABOR CATEGORY #13 – INFORMATION ENVIRONMENT ASSESSMENT OFFICER

Background

Headquarters Supreme Allied Commander Transformation Communications Branch advises the Commander and exercises the Commander's authority to achieve information activities and effects. It is responsible for directing, monitoring, assessing and coordinating communications staff functions.

Under the direction of Branch Head, Communications Branch, the successful bidder is to conduct analysis of the Information Environment (IE) and audiences, including assessments of communication and engagement activities performance to generate clear, holistic and actionable products for staff and decision makers. The contract deliverables are: Identify and monitor relevant media outlets, NGOs, IOs, academia and think tanks across all domains and conduct appropriate analysis and reporting (traditional and digital media - specifically social media).

The successful contractor must display a high degree of professionalism, technical expertise, organisational, coordination and communication skills in the performance of their duties. The successful contractor should have experience in media trend analysis and reporting as well as experience reporting on media themes/story lines that are linked to, or may influence, NATO and its activities.

The contractor will execute duties and functions requiring frequent internal and external professional contact including coordination and negotiation with senior civilian and military host nation authorities, media representatives, NGOs, IO's, think tanks and academics. The individual will be required to develop a network of contacts across these organisations that can be used to gain a comprehensive understanding of the information environment.

The work of the incumbent requires analysis, research and development of recommendations that affect the performance of and assessment of Command information objectives.

Number of Candidates: Two Candidates

Location: Norfolk, VA, USA (On-site)

Period of Performance:
Base Period: Contract Award – 31 December 2025
Option Period One: 1 January 2026 – 31 December 2026,
Option Period Two: 1 January 2027 – 31 December 2027,
Option Period Three: 1 January 2028 – 31 December 2028,

Taskings:

1. Identify specific narratives and their role in the IE, specifically about NATO activities and issues of concern; to include audiences that are of interest to NATO.

2. Identify key media stakeholders (operators, owners, financers) and their perception of NATO and its activities.

3. Assess and report on the effectiveness of HQ SACT and its subordinate communications.

4. Assess and report on the effectiveness of NATO adversary and competitor information efforts, particularly disinformation or propaganda campaigns, on NATO audiences, operations and activities.

5. Use historical data points to gauge the success of previous hostile Information Activities, identify Tactics, Techniques and Procedures (TTPs) and forecast their potential use in future hostile communications; Provide real time data insights to allow NATO communicators the ability to capitalize on NATO's own communications and mitigate the impact of hostile communications in the IE.

6. Prepare Strategic Command-level briefs on designated aspects of the Information Environment when required.

7. Provide support to NATO's comprehensive approach to crisis management operations.

8. Perform other duties as assigned by Director of Communication/STRATCOM adviser.

9. Undertake additional duties and assume other responsibilities as directed by the Chain of Command.

Essential Qualifications

14. A degree in a relevant field such as information technology, statistical analysis, or similar.

15. Minimum of 3 years' experience in communications assessments and marketing data analysis.

16. Minimum of 2 years' experience with statistical analysis and the use of analytical tools.

17. Minimum of 3 years' experience with attribution modelling and forecasting.

18. Minimum of 2 years' experience in analytical data interpretation and presentation

19. Working knowledge of how to conduct industry research, including methods in which to gather data on their audiences, how to track behaviours, preferences, and actions.

7. Proven knowledge of communication principles and practices, like how to promote a product or service, which channels to use, how to run campaigns, how to segment audiences, and more.