



**OFFICE OF THE SERVICES COMMISSIONS**  
(CENTRAL GOVERNMENT)  
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**CIRCULAR No. 228**  
**OSC Ref. C. 5850<sup>12</sup>**

**16<sup>th</sup> September, 2020**

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to fill the vacant post of **Communications and Public Relations Officer (MCG/E 3)** in the **Ministry of Economic Growth and Job Creation**, salary range \$1,184,038 - \$1,407,449 per annum and any allowance(s) attached to the post.

**Job Purpose**

The incumbent will be responsible for developing and executing the Ministry's Digital Programmes and Social Media activities to attract and expand the Ministry's online audience and engage the Ministry's stakeholders, through all digital and social media platforms in accordance with the Government of Jamaica's (GoJ) policies and regulations and the Ministry's Strategic Goals/Objectives.

**Key Responsibilities**

- Participates in the development and implementation of annual comprehensive Communication/Public Relation Plans and Programmes for the Ministry;
- Prepares/drafts relevant reports as required;
- Plans, implements and monitors the Ministry's Digital and Social Media strategy;
- Designs/Creates content for social media platforms;
- Undertakes document, sound and video editing;
- Manages and maintains content placement on the Ministry's social media platforms;
- Evaluates the Ministry's social media presence on all platforms;
- Measures the number of visits to the Ministry's social media platforms using SEO and Web Traffic matrices;
- Stays up to date with the social media best practices and technologies;
- Collaborates with copywriters, designers, and the relevant Branches within the Ministry to ensure that content is informative, appealing and conforms to GoJ policies and guidelines;
- Collaborates with the Ministry's Branches, Divisions and Entities to secure relevant content/information to showcase the operations/work of the Ministry;
- Reviews/writes documentation such as programme manuals and user guides;
- Facilitates training sessions on digital and social media contents;
- Conforms to programme specifications, established standards and procedures;
- Operates digital media tools/equipment/devices in keeping with established standards and guidelines;
- Conducts documents and media contents editing in keeping with established standards and guidelines and agreed timeframes;
- Uses timelines and schedules content to create a consistent stream of new content for audience interaction while analyzing, managing and altering schedules where necessary to optimize visits.
- Participates in the selection and assessment of software packages and providers;
- Provides advice and technical support to users.

### **Required Knowledge, Skills and Competencies**

- Exceptional oral and written communication skills
- Good Problem solving and decision-making skills
- Excellent planning and organizing Skills
- Excellent teamwork and Interpersonal skills
- Proficiency in software development, app development, computer programming and website design
- Knowledge of graphic design
- Customer and quality focus
- Strong knowledge in the use of Microsoft Office Suite and other relevant computer applications and systems.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPI
- Excellent knowledge of Web Design and Publishing
- Ability to use video and picture editing software's such as Photoshop and Adobe Premiere Pro

### **Minimum Required Qualification and Experience**

- Bachelor of Science in Communications, or Marketing or Public Relations from a recognized tertiary institution;
- Proven working experience in social media or as a digital specialist.
- Expert knowledge /training in programme languages (such as C, Java, Visual Basic, etc.);
- Training/ Certification in app development;
- Training/Certification in social media management;
- At least four (4) years' experience in the related field.

Applications accompanied by résumés should be submitted **no later than Tuesday, 29<sup>th</sup> September, 2020 to:**

**Senior Director  
Human Resource Management & Development  
Ministry of Economic Growth & Job Creation  
The Towers, 7th Floor  
25 Dominica Drive  
Kingston 5.**

Email: [human.resources@megjc.gov.jm](mailto:human.resources@megjc.gov.jm)

Please note that only shortlisted applicants will be contacted.

**Please ensure that a copy of this circular is placed at a strategic position on the Notice Board of the Ministry/Department/Agency and brought to the attention of all eligible officers.**



**Merle I. Tam (Mrs.)  
for Chief Personnel Officer**