



OFFICE OF THE SERVICES COMMISSIONS
(CENTRAL GOVERNMENT)
MINISTRY OF FINANCE AND THE PUBLIC SERVICE BUILDING
30 NATIONAL HEROES CIRCLE, KINGSTON 4
JAMAICA, WEST INDIES
TEL: 876-922-8600
FAX: 876-924-9764
EMAIL: communications@osc.gov.jm
WEBSITE: www.osc.gov.jm

CIRCULAR No. 61
OSC Ref. C. 4858³⁷

18th February, 2021

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 Marketing and Communications Officer (GMG/SEG 1)** in the **Jamaica National Agency for Accreditation**, salary range \$2,023,418 p.a. - \$2,405,208 per annum and any allowance(s) attached to the post.

Job Purpose

The incumbent has direct responsibility for planning, designing, organising, implementing and monitoring the Agency's Marketing Strategies, Marketing, Communications, and Public Relations initiatives, both external and internal. Co-ordinates at the strategic and tactical levels with the other functions of the Organisation.

Key Responsibilities

- Creates, implements and measures the success of a comprehensive Marketing, Communications and Public Relations Programme that will enhance the Organisation's image and position within the marketplace to meet established Strategic and Financial mission, goals and objectives;
- Plans all Marketing, Communications and Public Relations activities and develops materials including publications;
- Establishes media relations and develops strategies to acquire clients and promote the Agency;
- Exercises responsibility for editorial direction, design, production and distribution of all Organisation publications;
- Co-ordinates media interest in the Organisation and ensures regular contact with target media. Drafts press releases and appropriate responses to media enquiries;
- Conducts relevant market research, oversees and monitors trends;
- Leads projects as assigned, such as cause-related marketing and special events;
- Develops short and long-term plans and budgets for the Marketing/Communications/Public Relations programme and its activities, monitors progress, assures adherence and evaluates performance;
- Works with senior staff, other permanent and temporary staff to develop and maintain a strategic perspective based on marketplace and customer/stakeholder needs and satisfaction;
- Keeps informed of developments in the fields of Marketing, Communications, Public Relations, and accreditation services, and uses this information to help the Organisation to operate with initiative and innovation;
- Helps to make sure that the Organisation's Philosophy, Mission and Vision are pertinent and practiced throughout the Organisation;
- Develops and co-ordinates means to seek regular input from the Organisation's key stakeholders regarding the quality of programmes and services and the Organisation's relevance;
- Acts as an Internal Consultant on Communications and Public Relations Issues.

Required Knowledge, Skills and Competencies

Core

- Excellent oral and written communication skills
- Excellent customer service and quality focus skills
- Excellent team building, interpersonal and people management skills
- Excellent planning, networking and organising skills
- High levels of integrity and initiative
- Strong adaptability skills
- High levels of Proficiency in the use of relevant computer applications

Technical

- Sound knowledge of Government's communication policies and protocols
- Demonstrated skills in and knowledge of the design and execution of marketing, communications and public relations strategies, approaches, tools and methodologies
- Strong, creative and sales skills
- Basic understanding of developing and managing Budgets
- Demonstrated success in writing press releases, making presentations and negotiating with media
- Ability to oversee the design and production of print materials and publications.
- Ability to manage multiple projects at a time

Minimum Required Qualification and Experience

- Bachelor of Arts Degree in Mass Communications, Journalism, Marketing or equivalent qualifications.
- Four (4) years experience in a comparable working environment.

Applications accompanied by résumés should be submitted **no later than Wednesday, 3rd March, 2021 to:**

**Human Resource Manager
Jamaica National Agency for Accreditation
6 Rekadom Avenue
Kingston 10**

Email: recruitstaffagency@gmail.com

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**