



## OFFICE OF THE SERVICES COMMISSIONS

(CENTRAL GOVERNMENT)

MINISTRY OF FINANCE AND THE PUBLIC SERVICE BUILDING

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**CIRCULAR No. 61**  
**OSC Ref. C. 4858<sup>37</sup>**

**18<sup>th</sup> 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, 3<sup>rd</sup> 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**