



OFFICE OF THE SERVICES COMMISSIONS

(CENTRAL GOVERNMENT)

MINISTRY OF FINANCE AND THE PUBLIC SERVICE BUILDING

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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 **Promotions and Outreach Manager (GMG/SEG 2)** in the **Ministry of Industry, Investment and Commerce**, salary range \$2,023,418 - \$2,405,208 per annum and any allowance(s) attached to the post.

Job Purpose

Reporting to the Director of Projects & Programmes (GMG/SEG 4), the Promotions and Outreach Manager (GMG/SEG 2) is responsible for developing and implementing promotional and outreach Programmes by providing thorough, current and accurate information on the MSME Sector, in keeping with the vision of creating a vibrant MSME Sector.

Responsibility is also exercised for identifying problems or factors inhibiting the achievement of Promotional and Outreach programmes and initiatives and making recommendations for administrative actions and for sustainable growth and an improved business environment for the MSME Sector.

Key Responsibilities

Management/Administrative:

- Collaborates with the Principal Director and Director on the design, development and execution of Promotional and Outreach programmes, presentations, exhibitions, workshops and seminars;
- Establishes and develops networking arrangements and linkages with media, community, private and public sector representatives to assess the needs of the MSME Sector in order to develop and implement effective Promotional and Outreach programmes and activities;
- Develops and interprets MSME policies, policy guidelines and procedural decisions and ensures that regulations and established procedures are correctly applied;
- Identifies problematic issues impacting the effectiveness of the Promotional and Outreach programmes and takes ameliorative action;
- Investigates complaints and operations generally and makes Programme changes or revisions as required so that services provided meet the needs of the clients;
- Monitors and controls expenditures and keeps supervisors informed by reviewing and analysing special reports, summarizing information and identifying trends;
- Researches and formulates Cabinet Submissions, Notes and Ministry Papers, Agency reports, briefs and position papers as required and liaises with internal and external Agencies to obtain data for various submissions and reports.

Technical/Professional:

- Co-ordinates the development of promotional and outreach material using various Public Relations and Media methodologies and tools to creatively present information to meet the needs of various publics;
- Co-ordinates, develops and delivers Information Sessions, including presentations, workshops, seminars and exhibitions to MSME clients, community, public and private sector representatives, other interest groups and stakeholders;
- Conducts research on global MSME trends and developments, organises Promotional and Outreach activities such as press conferences, media briefings and discussions and individual initiatives, seminars and workshops on MSME related issues;
- Represents the Division at local and overseas meetings, conferences and other fora and makes representations as required;
- Provides support in the establishment of incubator facilities to ensure best practices and best outcomes;

- Assists with the execution of MSME related projects for which MICAFA has direct responsibility;
- Provides assistance in the dissemination of related policies and Acts geared at improving access to financing by MSMEs and the overall MSME financing landscape;
- Establishes and maintains liaison with the relevant local, regional and international stakeholders for exchange of information and data on pending situations and issues relating to and impacting MSMEs;
- Provides support for an improved business environment with specific focus on business registration, business formalization and taxation issues;
- Examines and refines information, analyses and reports on the effects of global market trends on MSMEs in the domestic economy;
- Provides periodic reports on MSMEs, the issues that impact their performance, product and service prices;
- Collaborates with the relevant local and international stakeholders to establish and maintain a framework for the co-ordination of data collection, compilation, examination, analysis and dissemination of critical information pertaining to entrepreneurship and business management;
- Manages the MSME content on the Ministry's Website specifically in relation to catalogue of MSME initiatives;
- Plans road shows, workshops and seminars;
- Handles matters related to local, regional and international affairs as assigned;
- Monitors business developments and manages business issues that impact MSMEs in keeping with the MSME and Entrepreneurship Policy;
- Collaborates with internal and external stakeholders to conduct research and analysis;
- Researches financial and business issues to develop technical reports, briefs and responses to information requests from internal and external publics;
- Ensures systems are maintained for the monitoring of issues under the MSME Portfolio and for providing data and technical advice on issues of relevance to the Portfolio;
- Maintains liaison with the relevant entities on matters relating to Business Environment and MSME Financing;
- Performances of any other related duties that may be assigned from time to time.

Human Resource:

- Provides guidelines to staff regarding duties performed;
- Provides detailed information regarding on-the-job training for existing and new staff when deemed necessary;
- Assists the Director of MSME in the provision of information on staff requirements and other areas that may be of interest to the Human Resource Management and Administrative Unit or other Units within the Ministry;
- Assists in the performance of a periodic SWOT analysis regarding staff in the Division in order to improve effectiveness, efficiency and recommend appropriate training for personal development and advancement;
- Contributes to the general team spirit of the Office.

Required Knowledge, Skills and Competencies

Core:

- Good interpersonal and people management skills
- Excellent oral and written communication skills
- Strong research and analytical skills
- Excellent problem solving and organizing skills
- Excellent decision-making skills
- Ability to use initiative and exercise sound judgement
- Sound personal and professional integrity, reflecting high ethical and moral values
- Ability to lead and work with a team

Technical:

- Excellent knowledge of Public Relations and communication strategies
- Sound knowledge of Government communication policies and protocols
- Ability to identify and solve emerging threats to the sector
- Sound knowledge of all the issues facing MSMEs
- Sound knowledge of research methods and data analysis
- Good project management skills
- Competence in the use of relevant computer application

Minimum Required Qualification and Experience

- A Bachelor's Degree in Marketing, Project management, Business Management or any other Social Sciences related discipline;
- At least three (3) years of professional experience;
- Ability to use statistical and mathematical tools would be an asset.

Special Conditions Associated with the Job

- Typical office environment, no adverse working conditions, willingness to travel both locally and internationally. May be required to work late and on weekends.

Applications accompanied by résumés should be submitted **no later than Friday, 7th May, 2021 to:**

**Senior Director
Human Resource Management and Development Division
Ministry of Agriculture and Fisheries
Hope Gardens
Kingston 6.**

E-mail: hrm@moa.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**