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. 165 OSC Ref. C. 5851¹⁸

19th May, 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 following vacant posts in the Corporate Communications and Public Relations Division, Ministry of Education Youth and Information:

- 1. Public Relations Manager (MCG/IE 5), salary range \$2,023,418 \$2,405,208 per annum and any allowance(s) attached to the post.
- **2. Graphics Specialist (MCG/AVP 5)**, salary range \$2,023,418 \$2,405,208 per annum and any allowance(s) attached to the post.
- **3.** Public Relations Officer (MCG/IE 4), salary range \$1,601,259 \$1,903,394 per annum and any allowance(s) attached to the post.
- **4.** Research and Information Officer (MCG/IE 4), salary range \$1,601,259 \$1,903,394 per annum and any allowance(s) attached to the post.
- **5. Social Media Officer (MCG/IE 4)**, salary range \$1,601,259 \$1,903,394 per annum and any allowance(s) attached to the post.
- **6.** Administrator (GMG/AM 2), salary range \$982,421 \$1,172,544 per annum and any allowance(s) attached to the post.

1. Public Relations Manager (MCG/IE 5)

Job Purpose

Under the general direction of the Director Corporate Communication the Public Relations Manager is responsible for developing, implementing and evaluating Public Relations plans, programmes and strategies aimed at establishing and maintaining goodwill and mutual understanding between the Ministry and its various stakeholders and the preservation and enhancement of the Ministry's reputation and image.

Key Responsibilities

Technical/Professional:

- Develops and implements Strategic Public Relations Plans, Programmes and Projects to inform the public, to increase public understanding, and to obtain support and co-operation from the public;
- Updates and maintains the MoEYI's Calendar of events;
- Develops Public Education and Information materials, presentations and displays including contributing to the MoEYI's Newsletters, FAQs, Fact Sheets, media/new media outreach and website content;
- Organizes and participates at Community Outreach activities to educate the broader community about the MoEYI policies, programmes and projects;
- Researches, writes and edits speeches for the Ministers, Financial Secretary and other Senior Executives for MoEYI events and various speaking engagements, including high impact internal and external audiences;
- Writes and distributes news releases and announces important MoEYI information and events;
- Manages media relations, including queries, press releases, interviews and placement of stories, press conferences and events for the MoEYI and its various Divisions on the local, national and international levels;
- Arranges interviews with Journalists and professional photo shoots for media publications and records special events;
- Organizes and represents the MoEYI at events including press conferences and launches, exhibitions, open days, functions and press tours etc;

- Liaises with the Jamaica Information Service to secure special services such as air time, photography, multimedia projection, etc;
- Attends Ministerial and Executives speaking engagements on a regular basis and provides feedback to the Director, Corporate Communications & PR;
- Ensures that all remarks and other public statements prepared for the Ministers' and other Senior Executives, are accurate, fact-checked and proofed;
- Produces special stories, feature articles and general information to the media upon request;
- Directs and co-ordinates the planning and executing of external opinion surveys, including design & administration, as well as the collation and evaluation of feedback;
- Monitors the print, electronic and news media, and develops strategies for dealing with topical issues relevant to area of responsibility;
- Develops and maintains professional and effective working relationships with the media, Civic Communities and other interest groups to provide on-going information on the MoEYI's activities and accomplishments;
- Keeps informed of developments in the Public Relations field, Government Management and fiscal governance to help the Ministry operate with initiative and innovation.

Management/Administrative:

- Works closely with Corporate Communications' colleagues to maximize the potential of all Public Relations Communications through effective teamwork;
- Monitors the results of feedback on Public Relations Programmes to ensure continuous improvement;
- Maintains accurate and complete records of the Administration of Programmes, both electronic and paper;
- Represents the Corporate Communications and Public Relations Division on internal, media or Project Teams as requested;
- Prepares periodic and special reports on areas of responsibility, including media and issues reports as well as events and meetings reviews;
- Participates in preparing organizational documents such as Annual Reports, Corporate Profiles and Submissions;
- Participates in the development of Corporate Communication policies, plans and strategies;
- Assigns and monitors Work Plans of Public Relations Officers.

Human Resource:

- Develops and manages the performance of the Division/Section/Unit and its staff, including transferring skills, motivating staff through coaching and mentoring, arranging for training, setting performance targets, monitoring performance, providing feedback to staff, and initiating corrective action where necessary to improve performance;
- Promotes the building of institutional knowledge for the Division/ Section//Unit by ensuring that established systems and procedures are documented and disseminated;
- Participates in the recruitment and selection of staff, and recommends movement when appropriate;
- Recommends Vacation Leave and approves Sick and Departmental Leave for staff in the Division/Section/Unit, and participates in the administration of staff benefits in keeping with established Human Resource policies;
- Recommends/ administers disciplinary action in keeping with established Human Resource policies;
- Conducts Monthly and other ad hoc Staff Meetings as required;
- Ensures that staff adhere to the policies and procedures of the Ministry and the Division;
- Recommends that staff be provided with adequate and appropriate physical resources to enable them to undertake their duties effectively and efficiently;
- Collaborates with the Human Resource Management Branch in developing and implementing a Succession Planning Programme to ensure continuity of skills and competencies in the Division/Section/Unit, and personal development and career advancement of employees;
- Fosters teamwork, a harmonious working environment and promotes collaborative working relations;
- Conducts Performance Appraisals of staff supervised for required purpose and at required intervals.

Required Knowledge, Skills and Competencies

Core:

- Excellent written and oral communication skills demonstrating correct standard English usage
- Sound knowledge of the role and functions of the Ministry and its Agencies

- Excellent editing skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Possession of a creative and innovative mind-set and skills
- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, co-operative and effective working relationships
- Team oriented but able to work independently to accomplish tasks
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Ability to be discreet and diplomatic in handling sensitive information and issues in a sometimes stressful environment
- Possess outgoing personality, self-confidence and a positive attitude
- Keen awareness of and sensitivity to the local political, social and economic environment
- Detailed and results oriented
- Presentable professional appearance

Technical:

- Well-developed knowledge of the principles and methods of communications and public relations
- Knowledge of the principles of public and human psychology
- Knowledge of survey methodologies
- Effective public speaking and presentation skills
- Well-developed computer skills utilizing Word, Excel, PowerPoint and Outlook Publisher

Minimum Required Qualification and Experience

- Bachelor's Degree in Mass Communication, Public Relations or related discipline
- Four (4) years' proven experience working in public relations, journalism or related field

Special Conditions Associated with the Job

- Required to travel island-wide, stay overnight and engage in activities and events outside
 of normal office hours, including evenings and weekends;
- Required to possess a valid Driver's Licence and a reliable motor vehicle.

2. Graphics Specialist (MCG/AVP 5)

Job Purpose

Under the general direction of the Public Relations Manager, the incumbent is responsible for creating visually appealing and culturally relevant designs and artwork for print materials and television programming for dissemination throughout the school system and media house in support of Public Relations and Media programmes/activities.

Key Responsibilities

Technical/Professional:

- Produces concepts, graphics and layout for the production of videos, posters, banners, certificates, books, brochures and other visual materials as may be required for the Early Childhood, Primary and Secondary School System;
- Provides technical advice to Officers of the Ministry regarding proposal style, format, print production and timescales for Public Relations activities;
- Reviews, evaluates and advises on the quality of work produced by contractors;
- Monitors and ensures quality control measures for all materials produced are in place;
- Produces exhibition materials as required for workshops, conferences and other presentations;
- Keeps abreast of emerging technologies in new media, particularly design programmes by attending design workshops; reviewing professional publications; and participating in professional
- Prepares illustrations for print media and television production in accordance with public relations;
- Prepares animated illustrations for print and television in accordance with Public Programmes and Relation Programmes and target audience.

Management/Administrative:

- Prepares costing of materials needed for production of graphics and maintains an inventory;
- Maintains a file of images for future reference;

• Performs any other related duties that may be assigned from time to time.

Required Knowledge, Skills and Competencies

Core:

- Good communication and interpersonal skills
- Creative flair, originality and a strong visual sense
- Excellent time management and organising skills
- Accuracy and attention to detail
- Ability to work independently but also as part of a team
- Self-motivated and adaptable

Technical:

- Ability to gather information and data through research to develop designs
- Ability to interpret client's needs and develop concept to suit their purpose
- Ability to use innovation to design and redesign briefs within the constraints of cost and time
- Skill in print techniques, creation of banners, large visual displays and line drawing
- Proven competence in design and image processing software
- Knowledge of the latest trends and emerging technologies in new media, particularly design programs
- Ability to use Adobe suite of creative software
- Ability to use animation software (eg.) (Toon Boon)

Minimum Required Qualification and Experience

- Bachelor of Science Degree in Art Education or equivalent from a recognized institution;
- Training in Computer Graphics and Design 2 & 3D animation;
- At least one (1) year working experience.

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Or

Diploma in Graphic Design with at least two (2) years' working experience

Special Conditions Associated with the Job

• Maybe required to work beyond normal working hours to complete activities

3. Public Relations Officer (MCG/IE 4)

Job Purpose

Under the general direction of the Public Relations Manager, the Public Relations Officer is responsible for providing assistance and support to the development, implementation and evaluation of the Ministry of Education Youth and Information Public Relations plans, programmes and strategies.

Key Responsibilities

Technical/Professional:

- Provides technical support in planning, co-ordinating and executing Public Relations activities and events to promote a positive image of the Ministry;
- Researches and drafts speeches for Senior Executives in the MoEYI;
- Drafts with writing and distributing news releases announcing important Ministry information and events;
- Responds to enquiries from the public, media and other organizations;
- Proofreads print and broadcast copy of communication for grammatical and typographical errors:
- Co-ordinates mass-mailings of internal and external communication materials;
- Organizes and represents the Ministry at events including press conferences and launches, exhibitions, open days, functions and press tours etc;
- Maintains professional and effective working relationships with the media, Civic Communities and other interest groups;
- Liaises with the Jamaica Information Service to secure special services such as air time, photography, multimedia projection, etc;

- Arranges interviews with journalists and professional photo shoots for media publications and records special events;
- Provides technical support in planning and executing external opinion surveys, including design & administration, as well as the collation and evaluation of feedback;
- Updates and maintains the Ministry's online calendar of events;
- Monitors the print, electronic and news media, and develops strategies for dealing with topical issues relevant to area of responsibility;
- Maintains the MoEYI' electronic photographic archives;
- Observes and reports on social, economic and political trends that might impact the Organization's Public Relations strategy;
- Keeps abreast of the new methods and developments in Public Relations, especially in the context of the Public Service.

Management/Administrative:

- Contributes to the development of the Division's Strategic and Operational Plan and Budget;
- Develops Individual Work Plans based on alignment to the Division's Plan;
- Participates in meetings, seminars, workshops and conferences as required;
- · Prepares reports and project documents as required;
- Prepares and delivers Media & Communications related presentations as needed;
- Performs all other duties and functions as may be required from time to time.

Required Knowledge, Skills and Competencies

Core:

- Excellent interpersonal and team management skills
- Excellent oral and written communications skills
- · Strong analytical and problem solving skills
- Strong customer relations skills
- Excellent planning and organizing skills
- Excellent judgment and decision making skills
- · Ability to influence and motivate others
- Proficiency in the use of relevant computer applications

Technical:

- Good research, analytical and storytelling skills
- Knowledge of grammar usage and editorial style guidelines
- Ability to synthesize and analyze information quickly
- Ability to work in a fast-paced environment, while balancing competing priorities and managing multiple assignments
- · Advanced IT skills in relation to Word, PowerPoint and Publisher

Minimum Required Qualification and Experience

- Bachelor's Degree in Public Relations, Media/Communication Studies, Mass Communication, Public Relations or a related discipline;
- Two (2) years' experience in a Public Relations/Media and communications environment.

Special Conditions Associated with the Job

- Required to travel locally and oversees to attend conferences, seminars and meetings;
- High pressure working environment, with short times to complete deadlines;
- Required to possess a valid Driver's Licence and a reliable motor vehicle.

4. Research and Information Officer (MCG/IE 4)

Job Purpose

Under the supervision of the Manager, Corporate Communication, the Research and Information Officer will provide comprehensive research and administrative assistance in relation to the Public Education Portfolio of the Ministry.

Key Responsibilities

Technical/Professional:

• Drafts relevant educational documents (i.e. pamphlets, brochures, banners, posters, etc.);

- Conducts research into Communication and Public Education best practices relating to the Education Sector;
- Researches, gathers and analyzes data inclusive of newspaper/internet articles and relevant documents pertaining to the Education Sector;
- Prepares reports of analysis and findings of research undertaken;
- Organizes meetings to review and discuss Communications strategies and other related matters:
- Mounts and displays Public Education materials on the roles and responsibility of the Ministry to attract/sustain the attention of stakeholders;
- Assists in planning and collating documents in preparation for Public Education campaigns and events;
- Maintains, updates and monitors a repository of information (physical and virtual) relating to the Corporate Communication and Public Relations Division;
- Provides information to Ministry clients and other parties subject in accordance with policies, procedures and protocols;
- Responds to general inquiries and requests from the public in accordance with policies, procedures and protocols;
- Liaises on an on-going basis with Ministry clients, media stakeholders, and other parties in facilitating review or development of Communication and Public Education materials;
- Maintains the Division's files and records in a confidential, secure and reliable manner in accordance with established Records Management principles to ensure expeditious retrieval of files.

Management Administrative:

- Participates in meetings, seminars and workshops as required;
- Develops Individual Work Plan based on alignment to the Division's Operational Plan;
- Assists with the preparation of Annual/Quarterly/Monthly reports as required;
- Performs other related duties as assigned.

Required Knowledge, Skills and Competencies

Core:

- Excellent oral and written communication skills
- Sound research and analytical
- Good interpersonal, team oriented and customer service skills
- Good planning, organizing and time management skills
- Ability to exercise professionalism and maintain confidentiality
- Ability to produce communication materials, such as brochures, posters, flyers etc
- Ability to determine priorities to meet deadlines

Technical:

- Knowledge of Research Methodology and preparing succinct reports
- Working knowledge of the Communication and Public Education framework related to the Ministry's portfolio areas.
- Knowledge of the production of Public Education related print materials, such as pamphlets, brochures, flyers etc.
- Knowledge of relevant computer applications and management information systems such as MS Office, Publisher etc.

Minimum Required Qualification and Experience

- Bachelor of Science Degree in Social Sciences, Communication or related discipline.
- Two (2) years working experience in a Communications/Public Education/Relations environment
- Training in Research Methodology would be an asset

Special Conditions Associated with the Job

- May be required to work beyond normal working hours at times;
- Required to travel during the course of duties;
- Required to possess a valid Driver's Licence and a reliable motor vehicle.

5. Social Media Officer (MCG/IE 4)

Job Purpose

Under the general supervision of the Manager, Corporate Communication, the Social Media Officer is responsible for the Ministry's social and virtual media landscapes to increase awareness of the Ministry/Agencies/Departments/Programmes, community participation and ensure that the Ministry's initiatives are reaching all stakeholders.

Key Responsibilities

Technical/Professional:

- Researches, develops, implements and evaluates the parameters for the social media strategies for the Ministry of Education Youth and Information, its Agencies and the Department of Schools' Services;
- Manages Social Media campaigns and day-to-day activities including:
 - ✓ Curating relevant content to reach the Ministry's main end users.
 - ✓ Creating, curating, and managing all published content (images, video and written).
 - ✓ Monitoring, listening and responding to users in a "Social" way while cultivating interest.
 - ✓ Conducting online advocacy and open stream for cross-promotions.
 - ✓ Developing and expanding community and/or blogger outreach efforts.
 - ✓ Overseeing design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
 - ✓ Designing, creating and managing promotions and social ad campaigns.
 - ✓ Compiling reports for management showing results and return on investments (ROI)
- Improves continuously by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information;
- Advocates for the Ministry of Education Youth and Information, its Agencies and the Department of Schools' Services in Social Media spaces, engaging in dialogues and answering questions where appropriate;
- Identifies, reports and monitors social media trends that can position the Ministry in a positive light and encourages the adoption of social media tools, applications and channels among stakeholders;
- Collaborates with other Divisions/Departments/Agencies to manage reputation, identify key players and co-ordinate actions;
- Identifies threats and opportunities in user generated content surrounding the Ministry of Education Youth and Information and reports notable threats to appropriate management;
- Provides technical advice and feedback to the Executive Management of the Ministry to inform strategic direction and policy in relation to social media;
- Promotes social media within the Ministry of Education, its Agencies and by educating staff on the importance of social media, its technology and campaigns;
- Drafts organizational documents such as Annual Reports, Corporate Profiles and Submissions.

Management Administrative:

- Participates in the development of Corporate Communication policies, plans and strategies;
- Maintains accurate and complete records of the Administration of Programmes, both electronic and paper;
- Represents the Corporate Communications Division on internal, media or Project Teams as requested;
- Participates in meetings, seminars, workshops and conferences as required;
- Develops Individual Work plans;
- Resides on and participates in relevant Committees as required;
- Prepares requested reports and scripts as requested;

Required Knowledge, Skills and Competencies

Core:

- Excellent oral and written communication skills demonstrating correct standard English usage
- Sound knowledge of the role and functions of the Ministry and its Agencies
- Excellent editing skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Possession of a creative and innovative mind-set and skills

- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, co-operative and effective working relationships
- Team oriented but able to work independently to accomplish tasks
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Ability to be discreet and diplomatic in handling sensitive information and issues in a sometimes stressful environment
- Possess outgoing personality, self-confidence and a positive attitude
- Keen awareness of and sensitivity to the local political, social and economic environment
- · Detailed and results oriented

Technical:

- Knowledge of the principles and methods of Communications and Public Relations
- Knowledge of survey methodologies
- Effective public speaking and presentation skills
- Experienced in the use of relevant computer applications
- Knowledge of Videography and Editing

Minimum Required Qualification and Experience

- Bachelor's Degree in Media/Communication Studies, Mass Communication, Digital Media Communications or a related discipline;
- Two (2) years' experience in a Media and communications environment.

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• Diploma in in Media/Communication Studies, Mass Communication, Digital Media Communications or a related discipline with three (3) years' experience.

Special Conditions Associated with the Job

 May be required to travel island-wide, stay overnight and engage in activities and events outside of normal office hours, including evenings and weekends.

6. Administrator (GMG/AM 2)

Job Purpose

Under the general supervision of the Director, the Administrator is responsible for providing administrative and secretarial support to the Division, which involves: preparation of the budget and payment vouchers; procurement, maintaining documents and preparing reports.

Key Responsibilities

Technical/Professional:

- Prepares Annual Budget, Cash Flow and Procurement Plan of the Division in accordance with the annual Budget Call under the direction of the Director;
- Assists in the detailed reviewing and agreeing of Operational Financial and Resource related to policy;
- Liaises with the Finance and Accounts Division on all matters relating to the Accounts and Budget of the Division and follows-up as necessary outstanding matters;
- Prepares commitment and requisition forms for the payment of goods and service;
- Manages the calendar of schedules and appointments on behalf of the Director;
- Prepares audio visual presentations as appropriate;
- Prepares Briefs, background information and/or supporting documents for scheduled appointments, meetings, speaking engagements, conferences, interviews as appropriate/directed;
- Reviews, collates and edits Reports for submission to the Ministers and other stakeholders as directed;
- Takes and transcribes dictation; composes and prepares correspondence, Memoranda, Agenda and other documents that are oftentimes confidential;
- Produces and distributes action Minutes of meetings, and follows up on actions to be taken:
- Collaborates with the Director and Managers to draft corporate/operational plan and budgetary provisions for the administration of the Branch;
- Liaises with the MoEYI Divisions to keep abreast of matters referred/escalated by the Director as necessary;
- Co-ordinates the preparation and timely advancement of various official documents; and track the processing of these submissions;
- Communicates directly on behalf of the Director with Executive Management, staff,

- external clients/customers stakeholders and others, on matters related to the Director's Office and by extension the Division;
- Functions as a liaison for smooth communication between the Director's Office and internal Divisions/Branches in a manner that serves to maintain credibility, trust and support with Senior Management and staff;
- Ensures visitors and incoming calls to the Director's Office are received and screened; information or access is provided; referrals to appropriate staff effected; and/or other action are taken as deemed appropriate;
- Works closely with the Director to keep him/her well informed of upcoming commitments and schedules and follow-up as appropriate;
- Processes all correspondences addressed to the Director; and routes correspondence and documents as appropriate to allow for the efficient operation of the Branch;
- Researches, prioritizes, and follows up on incoming issues and concerns escalated to the Director including those of a complex, sensitive or confidential nature and refer or follow up on response as appropriate;
- Conducts on-line and off-line research at the request of the Director;
- Ensures confidential files and Records Management Systems, electronic and hard copy, are established and maintained in accordance with established policies and generally accepted professional standards;
- Ensures the ongoing maintenance of office equipment and of an adequate inventory of office supplies;
- Demonstrates professionalism, credibility and integrity in the performance of functions so as to enhance and maintain a positive and credible image of the Office;
- Maintains knowledge of the Division's operations, working knowledge of the policies, procedures practices and protocols so as to be able to respond appropriately to enquiries, requests or issues.

Management Administrative:

- Contributes to the development of the Division's Strategic and Operational Plan and Budget;
- Develops Individual Work Plans based on alignment to the Division's Plan;
- · Participates in meetings, seminars, workshops and conferences as required;
- Prepares reports and project documents as required;
- Prepares and delivers Media & Communications related presentations as needed;
- Performs other related duties that may be assigned from time to time.

Required Knowledge, Skills and Competencies

Core:

- Highly customer focused/customer service driven
- Excellent use of ICT devices in customer interactions
- Good understanding of ICT etiquettes/manners
- Very Good multitasking skills
- Highly developed confidentiality in dealing with customer issues and data
- Possesses dexterity in keyboarding and hand and eye coordination
- Possesses innovativeness in resolving client issues
- · Ability to work well in a team as well as alone
- Good communication and professional disposition

Technical:

- Proficiency in Microsoft Office suite and other programme applications appropriate to assigned responsibilities
- General knowledge in budget preparation
- Knowledge of office management and administrative procedures and practices
- Knowledge of the principles and practices of public administration
- Knowledge of research and statistical methods and techniques
- Ability to compose correspondence and reports
- Knowledge of front desk operations

Minimum Required Qualification and Experience

- Degree in Public Administration, Management Studies or any other in the Social Science field:
- Procurement experience in the public Sector would be an asset;
- Knowledge of planning and budget cycle in the Public Sector;
- Basic understanding of GOJ strategic and corporate planning process would be an asset.

Special Conditions Associated with the Job

• Required to work beyond normal working hours, whenever the need arises.

Applications accompanied by résumés should be submitted <u>no later than Wednesday,</u> <u>2nd June, 2021 to:</u>

Director – Human Resource Management Ministry of Education, Youth & Information 2- 4 National Heroes Circle, Kingston 4

Email: jobapplications@moey.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