



Office of the Services Commissions

(Central Government)

Ministry of Finance and the Public Service Building

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CIRCULAR No. 358 **OSC Ref. C. 6555¹⁴**

26th August, 2022

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 Director, Public Relations and Communication (MCG/IE 5) – (Contract)** in the **Cannabis Licensing Authority**, salary range \$2,104,355 - \$2,501,416 per annum and any allowance(s) attached to the post.

Job Purpose

Under the direct supervision of the Director, Human Resource Management and Administration, the Director, Public Relations, and Communications is responsible for the development and the implementation of the Authority's Public Education and Communication Programmes which includes content development, establishing communication strategy, developing brand awareness and execution of effective outreach activities.

Key Responsibilities

Technical/Professional:

- Develops and manages Communication/Public Relations Programmes and Plans;
- Develops Communication procedures and policies;
- Develops Advertisement and other publicity material;
- Assists in the continual improvement of the Authority's brand identity;
- Manages development/dissemination of in-house publications;
- Analyzes media coverage;
- Assists with the development and production of education and outreach material (advertorials, brochures, newsletters, booklets promotional videos, public service announcements and advertisement etc.) that are relevant and appealing to the Commissioner's stakeholders;
- Supervises dissemination of press releases, media invitation, etc.;
- Conceptualizes and prepares speeches and briefs for Ministers, Permanent Secretary and other Directors;
- Manages and updates information and engages with users on Social Media sites such as Facebook, Twitter etc.;
- Develops response to public queries about issues pertaining to the Authority;
- Prepares and makes presentations on behalf of the Authority;
- Represents the Ministry at seminars and other functions/events;
- Assists in the development and management the Research Development and Communication's Budget and Operational Plan;
- Assists with the planning, organizing and implementation of events including press conferences, exhibitions, workshops and seminars, sensitization sessions;
- Devises and co-ordinates photo opportunities;
- Prepares trend analysis reports on the Authority's Social Media outlets.

Management/Administrative:

- Develops and implements Public Relations Programme, policies, and practices;
- Develops and manages Communications Budget;
- Identifies supplies needed to execute Public Relations or communications function and oversees the Purchase Order Procurement process;
- Manages relationships with suppliers.

Required Knowledge, Skills and Competencies

- Excellent knowledge of public affairs
- Excellent knowledge of the Authority's policies and programmes
- Excellent oral and written communication skills
- Excellent public speaking and presentation skills
- Excellent interpersonal skills

- Ability to work in a team
- Sound judgement
- Sound integrity and ethics
- Microsoft Office Suite
- Ability to manipulate social media platforms for communications and marketing purposes (e.g., Facebook, Twitter, Instagram, and LinkedIn)
- Proficient in Adobe Creative Suite or similar programme
- Creativity and problem-solving skills

Minimum Required Qualification and Experience

- Bachelor of Arts Degree in Media and Communications, Integrated Marketing Communications, Public Relations, Journalism, or related field;
- Three (3) years' experience in Communications Management;
- Knowledge of events planning, and management would be an asset.

Special Conditions Associated with the Job

- Extensive island - wide travel;
- Will be required to work unsocial hours to completed deadlines or facilitate meetings;
- Will be required to work occasionally on weekends and Public Holidays.

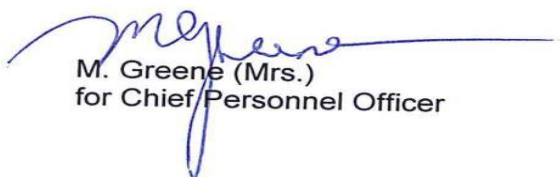
Applications accompanied by résumés should be submitted **no later than Thursday, 8th September, 2022 to:**

The Director,
Human Resource Management and Development
Cannabis Licensing Authority
4th Floor, Pan Jam Building,
60 Knutsford Boulevard, Kingston 5

Email: vacancies@cla.org.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.


M. Greene (Mrs.)
for Chief Personnel Officer