



Office of the Services Commissions

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CIRCULAR No. 374 **OSC Ref. C. 5850¹⁴**

2nd September, 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, Corporate Communications and Public Relations (MCG/IE 6)**, in the **Public Relations and Communication Branch, Ministry of Economic Growth and Job Creation (MEGJC)**, salary range \$2,551,250 - \$3,032,634 per annum and any allowance(s) attached to the post.

Job Purpose

Under the general direction of the Director, Corporate Services, the incumbent is responsible for the development and dissemination of information about the Ministry's portfolio responsibilities, policies, plans and programmes; and is responsible for enhancing public awareness; and developing and implementing Public Relations and Marketing Programmes that foster a positive corporate image.

Key Responsibilities

Management/Administrative:

- Participates in the development of the Ministry's Corporate and Operational Plans and the setting of priorities;
- Represents the Ministry at meetings, conferences and other functions as required;
- Keeps abreast of trends and developments in communication, education, participatory processes and marketing and recommends their adoption/application where appropriate to increase the effectiveness and productivity of the Ministry;
- Leads the activities of the Branch in accordance with established regulations and policies;
- Provides assistance/advice to the Permanent Secretary on communication, education, public relations and marketing issues;
- Develops and oversees the implementation of policies and procedures to guide the operations of the Branch;
- Prepares and submits reports on the overall Public Relations, Public Education and Marketing Programmes.

Technical/Professional:

Diagnoses the internal and external public communication needs of the Ministry and formulate communication policies, strategies and programmes for the approval of the Permanent Secretary by:

- Managing the production of high-quality documents and Public Relations materials produced by the Ministry;
- Monitoring local and international events which may have an impact on current policies and programmes of the Ministry and advising the relevant stakeholders;
- Designing and leading in the implementation of public surveys to test public knowledge of the Ministry's policies and programmes;
- Formulating, developing and co-ordinating marketing strategies for the effective marketing and promotion of the Ministry's services;
- Initiating market research studies and analyzing their findings;
- Advising on communication policies and programmes to the Ministry and its Agencies/Departments;
- Identifying main client groups and audiences and determine the best way to communicate publicity information to them;
- Developing strategy(ies) for the effective dissemination of information to the public.

Promotes an effective Public Relations Programme by:

- Designing for publication: circulars, instructions, booklets, pamphlets and manuals on the Ministry's policies;
- Arranging informal or formal meetings with media personnel or any other group from time to time;
- Designing and placing advertisements in the media e.g. radio, television, newspapers or any other appropriate outlet available;
- Arranging media coverage for events/activities/programmes of internal and public interest;
- Distributing information package/newsletter containing leaflets, news releases, reports, Ministry's papers, statements, speeches, etc. to influential points of contact e.g. Mass Media, Political Parties, Trade Unions, Embassies, Libraries, selected Statutory Bodies, Government Departments/Ministries, Private and Public Institutions, etc;
- Arranging for accurate research and the drafting of speeches, preparing or editing press releases and statements;
- Maintaining copies of all speeches, statements, reports, news releases and all related documents to facilitate the Media, the Public Sector, and the general public;
- Maintaining continuous liaison with major private Media Houses and GOJ-owned Media;
- Ensuring that all clients are treated politely, courteously and promptly;
- Arranging for lectures, presentations, group discussions/symposia and other public discussions;
- Developing risk assessments and implementing crisis and issues planning to ensure the Organization's reputation is maintained.

Provides internal and external communication and information support to all Divisions of the MEGJC in a cost-effective manner by:

- Monitoring public activities relevant to the mission of the Ministry and ensuring that it is appropriately represented in all Divisions;
- Collaborating with other Government Entities and NGOs in public awareness events;
- Planning and co-ordinating activities to mark special occasions/observances of the Ministry;
- Working closely with HRM&D Branch to develop networking strategies in staging special functions planned or unplanned;
- Providing information on request to Media, general public and Central Authorities;
- Referring complex requests for information to appropriate authority and providing a time frame for responses.

Disseminates information that impacts positively on the internal and external perceptions of the quality and level of performance and effectiveness of the MEGJC by:

- Establishing and maintaining close working relationships with public and private Media Institutions to foster a better understanding of the Ministry's business operations;
- Regularly interacting with senior management and executive levels on matters concerning several functional areas, Divisions, and/or customers;
- Forging strategic alliances with individuals, groups and organizations which are important to the achievement of the Mission/Objective of the Ministry;
- Liaising with communication personnel from other Ministries/Departments/Agencies to gain their support for the Ministry's programmes/messages;
- Representing the Ministry on discussion panels media meetings/events locally/overseas;
- Preparing research papers on various aspects of the Ministry's work;
- Contributing articles, papers to journals or other publications.

Human Resource:

- Monitors and evaluates the performance of direct reports, prepares performance appraisals and recommends and/or initiates corrective action where necessary to improve performance and/or attain established personal and/or organizational goals;
- Participates in the recruitment of staff for the Branch and recommends transfer, promotion, termination and leave in accordance with established Human Resource policies and procedures;
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training, mentoring and coaching;
- Facilitates welfare and development of staff in the Division/Unit;
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to the Division's and Organization's goals;
- Contributes to the development and implementation of a Succession Planning Framework in collaboration with the Human Resource Division through the development of procedural

manuals and other duties prescribed within the Framework.

Required Knowledge, Skills and Competencies

Core:

- Sound ethics and integrity
- Effective interpersonal skills
- Ability to motivate a team to high levels of performance and productivity
- Ability to solve problems
- Ability to work under pressure to meet specific deadlines
- Excellent oral and written communication and report writing skills
- Highly developed human resource management skills
- Excellent strategic leadership, management and team-building skills

Technical:

- Excellent corporate communication skills
- Excellent presentation/facilitation techniques
- Excellent planning and organizing skills
- Working knowledge of marketing techniques
- Ability to use office productivity tools effectively (PowerPoint, Excel, Word, Publisher)
- Demonstrated experience in Project Management
- Sound knowledge of risk management techniques
- Good business acumen
- Excellent research and analysis skills

Minimum Required Qualification and Experience

- Master's Degree in Communications, Journalism or Public Relations;
- Three (3) years of professional experience in journalism, communications, public relations, or advertising at a senior level.

OR

- Bachelor's Degree in Communications, Journalism or Public Relations;
- Six (6) years of professional experience in journalism, communications, public relations, or advertising at a senior level.

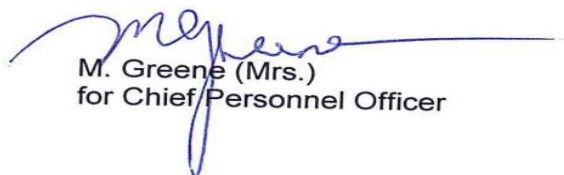
Applications accompanied by résumés should be submitted **no later than Thursday, 15th September, 2022 to:**

**Senior Director, Human Resource Management and Development
Ministry of Economic Growth and Job Creation
7th Floor, The Towers
25 Dominica Drive
Kingston 5**

Email: human.resources@megjc.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.


M. Greene (Mrs.)
for Chief Personnel Officer