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(CENTRAL GOVERNMENT)  
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**CIRCULAR No. 87**  
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**23<sup>rd</sup> February, 2023**

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 **Ministry of Labour and Social Security**:

1. **Director, Corporate Communications and Public Relations (MGG/IE 6)**, salary range \$4,947,565 - \$6,653,925 per annum.
2. **Manager, Corporate Communications (MCG/IE 5)**, salary range \$4,060,697 - \$5,461,186 per annum.
3. **Manager, Public Relations (MCG/IE 5)**, salary range \$4,060,697 - \$5,461,186 per annum.
4. **Web and Digital Content Specialist (MCG/IE 4)**, salary range \$3,332,803 - \$4,482,249 per annum.
5. **Corporate Communications Officer (MCG/IE 4)**, salary range \$3,332,803 - \$4,482,249 per annum.

**1. Director, Corporate Communications and Public Relations (MCG/IE 6)**

**Job Purpose**

Under the general direction of the Permanent Secretary, the Director, Corporate Communications and Public Relations is responsible for the strategic direction and management of the internal and external communication, publications, social media activities and the management of public image and identity of the Ministry of Labour and Social Security. The position provides support and advice to the Minister and Permanent Secretary. The Director facilitates the provision of accurate, timely and relevant information to internal and external stakeholders on the Ministry's programmes, projects and initiatives using a variety of media, channels and platforms, special events, special publications and direct contact. It is also responsible for the implementation of risk management and engagement strategies and collaborates with Departments and staff in responding.

**Key Responsibilities**

***Human Resource:***

- Approves leave for staff in accordance with Human Resource guidelines;
- Evaluates, appraises and monitors the performance of staff in the Branch and make recommendations for training and development, promotion, discipline, reward and recognition;
- Co-ordinates the development of Individual Work Plans and recommends performance targets;
- Identifies skills/competencies gaps and contributes to the development and Succession Planning for the Branch to ensure adequate staff capacity;
- Ensures the well-being of staff supervised;
- Facilitates the timely and accurate completion of the staff Annual Performance Appraisals and other periodic reviews;
- Oversees the procurement and production of promotional and branded items;
- Participates in the orientation, on boarding, recruitment and training of staff of the Branch;
- Initiates the disciplinary process.

***Technical/Professional:***

- Provides strategic leadership and direction to the Corporate Communications and Public Relations Branch;
- Leads the development and implementation of the Ministry's Public Relations, communication, media and engagement strategies to enhance internal and external stakeholder awareness and knowledge of the Ministry's events, policies, programmes and initiatives;

- Leads the development and design of the Ministry Communication and Public Relation Plans establishing specific goals, objectives and strategies to build public awareness, maintain consistency in branding and educate stakeholders on the Ministry's Mandate and priorities;
- Develops and implements a Stakeholder Communication Plan to ensure that all identified target audiences are engaged efficiently and effectively with tailored messages and communicate on the Ministry's business;
- Identifies and develops campaigns and plans in collaboration with relevant sections and in response to the Ministry's Mandate, new initiatives and existing programmes and services;
- Leads the planning and the development of the website, social media content and online presence of the Ministry to promote the core business functions of the Ministry and communicates with stakeholders;
- Monitors the website and social media content schedule and engagement, including responses to stakeholders to ensure unity in the Ministry's voice, brand and image and internal communication policy;
- Co-ordinates and leverages ICT in the implementation and delivery of functions in collaboration with MIS Unit and other Agencies;
- Supervises the conceptualization, research and preparation of speeches, briefs, presentations and correspondence for Ministers, Permanent Secretary and Chief Technical Directors;
- Manages the design, development, dissemination process of in-house publications;
- Participates in the planning and execution of the Ministry's official and special events, in collaboration with respective senior managers for public outreach and other media relations and communication activities;
- Manages the development and implementation of crisis communication, risk management and mitigation strategies;
- Advises the Permanent Secretary, Minister and Heads of Section on Public Relations and Communication matters related crisis management and internal communication;
- Streamlines the visual brand, voice and identity of the Ministry on all communication domains to ensure that there is consistency in use and that the corporate and public image is maintained;
- Ensures that the MLSS is visible, appropriately branded, positioned and accountable to all stakeholders and clients;
- Establishes and maintains a good professional working relationship with journalists, media houses and Agencies to facilitate public awareness and understanding of MLSS policies, programmes ,initiatives and mandate;
- Co-ordinates research on the public's needs, interests, attitudes, priorities and expectations to inform communication strategies and campaigns;
- Monitors and analyzes the efficiency and effectiveness of communications strategies and media coverage and also for the campaigns for policies, programmes and services offered by the Ministry.

***Management/Administrative:***

- Participates in the Corporate Planning process;
- Ensures that the MLSS abide by statutory guidelines outlines in the Communication Policy, Records Management and Access to Information Act for the publication, dissemination and preservation of information;
- Designs and implements Standard Operating Procedures and internal Public Relation and Communication policy;
- Manages the Public Relations and Communications Portfolio;
- Manages and develops the Public Relations and Communications Budget;
- Supervises Public Relations and Communications Officers;
- Identifies suppliers and oversees the purchase order procurement process.

**Required Knowledge, Skills and Competencies**

- Excellent knowledge of GOJ Communication Policy and other governing statutes related to Communication and Public Relations
- Good knowledge of the Ministry's policies and programmes
- Excellent supervisory and management skills
- Excellent oral and written communication skills
- Strong analytical and problem-solving skills
- Excellent interpersonal and team working skills
- Good speech writing skills
- Integrity and Ethics

**Minimum Required Qualification and Experience**

- Bachelor Degree in media and communications or related field;

- Five (5) years' experience with at least two (2) years' experience in communications management;
- Knowledge of events planning and management would be an asset;
- Training in public speaking and presentation skills;
- Training in state protocol and business etiquette would be an asset;
- Supervisory experience.

#### **Special Conditions Associated with the Job**

- Required to travel intra island;
- Required to work outside of normal working hours occasionally;
- Attend conciliation and other meetings as necessary;
- Stressful and critical deadlines for completion of projects.

### **2. Manager, Corporate Communications (MCG/IE 5)**

#### **Job Purpose**

To provide information and communication support services and ensures efficient and effective co-ordination of the activities of the Ministry of Labour and Social Security.

#### **Key Responsibilities**

- Ensures effective media coverage for sensitizing and educating stakeholders on productivity matters;
- Develops and implements an integrated Communication Plan in sync with the products and services of the Ministry;
- Addresses the corporate communications needs of the Ministry;
- Ensures that the Ministry's resources are known and accessible to potential users;
- Provides communication products and services for stakeholders (internal and external);
- Secures media participation in the Ministry's communication drive;
- Ensures that the activities of the Ministry are adequately publicized and events are effectively planned;
- Communicates research findings of the Ministry, relevant Industries and articulates strategy implications of the findings.

#### **Required Knowledge, Skills and Competencies**

- Knowledgeable of public relation principles and practices in respect of communication needs
- Ability to write speeches and articles using technical materials
- Knowledge of communications media and tools such as radio, television, audio-visuals, photography, etc.
- Ability to implement organization-wide training and team building programmes
- Ability to communicate effectively both orally and in writing
- Excellent interpersonal skills
- Ability to organize work in an effective manner to meet deadlines
- Excellent Information Technology skills

#### **Minimum Required Qualification and Experience**

- Bachelor's Degree in Mass Communication or related areas;
- Four (4) years' experience in information/communication management.

#### **Special Conditions Associated with the Job**

- Visits to typical manufacturing or business establishments;
- Local, regional, and international travel required.

### **3. Manager, Public Relations (MCG/IE 5)**

#### **Job Purpose**

Reporting to the Director, Corporate Communications and Public Relations, manages the image of the Ministry and its principals and inform and educate the internal and external publics about the Ministry's communication policies and programmes by utilizing all the available communication media including mass media (print and electronic), special events, special publications and direct contact.

## **Key Responsibilities**

### ***Human Resource:***

- Recommend staff development training;
- Recommend leave for staff;
- Appraises and makes recommendations for staff appointment/promotions;
- Recommends disciplinary action and reward in keeping with Human Resources policies and procedures.

### ***Technical/Professional:***

- Develops and manages communication/public relations programmes and plans;
- Develops communication procedures and policies;
- Develops advertisement and other publicity material;
- Manages development/dissemination of in-house publications;
- Analyzes media coverage;
- Supervises dissemination of press releases, media invitations, etc.;
- Conceptualizes and prepares speeches for Ministers, Permanent Secretary and other Directors;
- Develops response to public queries about issues pertaining to the Ministry Prepares and makes presentations on behalf of the Ministry;
- Represents the Ministry at seminars and other functions/events Develops and manages the Public Relations Department's Budget and Operational Plan.

### ***Management/Administrative:***

- Supervises Public Relations Officer;
- Develops and implement Public Relations programme, policies and practices;
- Develops and manages budget;
- Identifies suppliers and oversees the purchase order procurement process.

## **Required Knowledge, Skills and Competencies**

- Good supervisory and management skills
- Excellent knowledge of public affairs
- Excellent knowledge of the Ministry's policies and programmes
- Excellent oral and written communication skills
- Good interpersonal skills
- Excellent teamwork skills
- Good Judgment
- Integrity and Ethics

## **Minimum Required Qualification and Experience**

- Bachelor of Arts degree in media and communications or related field;
- At least four years' experience in Communications Management;
- Knowledge of events planning and management would be an asset;
- Supervisory experience.

## **Special Conditions Associated with the Job**

- Required to travel intra island;
- Required to work outside of normal working hours for official functions;
- Attend conciliation and other meetings as necessary;
- Stressful and critical deadlines for completion of projects.

## **4. Web and Digital Content Specialist (MCG/IE 4)**

### **Job Purpose**

Under the direct supervision of the Manager, Corporate Communication, the Web and Digital Content Specialist, assists in developing and executing the Annual Communication and Public Relations Programme including a Robust Social Media Management Programme to publicise the work of the Ministry.

## **Key Responsibilities**

### ***Managerial/Administrative:***

- Responds to written correspondence and enquiries received by the Ministry;
- Liaises with Office Management and the Information Communication Technology Unit to ensure communications equipment are procured, maintained and accessible;

- Liaises with Media houses to ensure contacts are kept up to date;
- Liaises with the Jamaica Information Service and other media houses to ensure coverage of the activities of the Ministry;
- Accompanies Ministerial Team to special events, as required.

***Technical/Professional:***

- Assists with the development and implementation of the Communication Strategy that includes a robust digital media component to bring awareness to the work of the Ministry and its Agencies;
- Provides Photo and Video Coverage for internal and external events organized by the Ministry or attended by the Minister and other senior officials;
- Researches and writes speeches, messages and other communication output, such as press releases, content for the website, infographics, blogs and newsletters;
- Maintains a detailed knowledge of the Ministry's policies, programmes and achievements and keeps up to date with relevant developments, with a view to creating engaging content on various platforms to publicise them;
- Assists with arrangements of events to engage the media and other stakeholders, including press conferences, webinars and fairs;
- Evaluates results of Communication Campaigns with the Team and provides analysis to guide improvements;
- Builds and maintains strong business networks with local and internal media professionals to support the Ministry's publicity efforts;
- Assists with development and implementation of the Ministry's Annual Public Relations Programme;
- Assists with writing and editing of the Ministry's Annual Report and other standard publications;
- Conducts research and writes scripts for production of video of Ministry programmes and agency-related events;
- Writes media advisories and assists with arrangements for media coverage of Sector/Agency-related events;
- Conducts research and writes scripts for Radio Programmes for Ministry/Agency related achievements and developments within the Sector;
- Assists with the arrangements for the hosting of News Conferences and Media Tours;
- Assists with the production of radio programmes for the Ministry;
- Writes Briefs for Ministers/Directors for Radio/TV interviews to discuss the Ministry's programme successes etc.;
- Interviews Ministry's Officials and Agricultural Stakeholders on a regular basis, to facilitate the production of news stories for the print and electronic media;
- Provides updates for the audio and video clips segment of the Ministry's Website;
- Responds to e-mailed request to the PR Unit for information and agriculture related issues;

**Required Knowledge, Skills and Competencies**

***Core:***

- Excellent oral and written communication skills
- Ability to work on own initiative
- Excellent time management skills
- Customer and quality focus
- Methodical
- Excellent planning and organizing skills
- Ability to work and co-operate in teams
- Excellent interpersonal skills

***Technical:***

- Excellent creativity/high level of competence in writing
- Excellent level of competence in script writing and production for radio and television
- Excellent problem solving and decision-making skills
- Reliable
- Proficiency in the use of the Internet, appropriate digital design and editing software, windows operating systems and Microsoft applications, in particular Word and PowerPoint

**Minimum Required Qualification and Experience**

- Bachelor's Degree in Journalism, Digital Media Production, Integrated Communication Management or related field;
- Two (2) years' working experience in the field of Public Relations or a Communication related environment;
- Knowledge of the local media.

### **Special Conditions Associated with the Job**

- Tight deadlines and work outside of normal working hours including weekends and public holidays;
- Competing work priorities will require strong time management and an ability to work under pressure.

### **5. Corporate Communications Officer (MCG/IE 4)**

#### **Job Purpose**

Under the direct supervision of the Manager, Corporate Communications, provide support to the implementation of the Unit's activities to meet the goals and objectives of the Ministry.

#### **Key Responsibilities**

- Assists with the development of the Budget, Corporate and Operational Plans;
- Assists with the development and implementation of the Communication Plan;
- Supports the development of brochures, media packages and other informational items for dissemination;
- Drafts press releases, speeches and other informational items for review by supervisor;
- Facilitates access to productivity resources;
- Supports the planning and execution of events;
- Monitors relevant media platforms for feedback and information;
- Prepares and submits documents for review and certification for payment.

#### **Required Knowledge, Skills and Competencies**

- Awareness of public relation principles and practices in respect of communication needs
- Ability to convert technical articles and reports into speeches or media briefings
- Knowledge of communications media and tools such as radio, television, audio-visuals, photography, etc.
- Ability to communicate effectively both orally and in writing
- Excellent interpersonal skills
- Ability to organize work in an effective manner to meet deadlines
- Excellent Information Technology skills

#### **Minimum Required Qualification and Experience**

- Bachelor's Degree in Mass Communication or related areas;
- Two (2) years' experience in Information/Communication Management.

### **Special Conditions Associated with the Job**

- Visits to typical manufacturing or business establishments;
- Local, regional, and international travel required.

Applications accompanied by résumés should be submitted **no later than Wednesday, 8<sup>th</sup> March, 2023 to:**

**Senior Director, Human Resource Management and Development  
Ministry of Labour and Social Security  
14 National Heroes Circle  
Kingston 4**

Email: [resume@mlss.gov.jm](mailto:resume@mlss.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**