



OFFICE OF THE SERVICES COMMISSIONS

(CENTRAL GOVERNMENT)

MINISTRY OF FINANCE AND THE PUBLIC SERVICE BUILDING

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2nd March, 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 **vacant** post of **Director, Communication and Public Relations (MCG/IE 6)** in the **Corporate Services Division, (Corporate Communications Branch), Ministry of Industry, Investment and Commerce (MIIIC)**, salary range \$4,947,565 – \$6,653,925 per annum.

Job Purpose

Under the supervision of the Senior Director, Corporate Services, the Director, Communications and Public Relations (MCG/IE 6), manages the design and delivery of the Ministry's external and internal communications programmes and ensuring the effective design and consistent delivery of information products, in accordance with the Ministry's overall objectives and policies.

This includes providing expert input into the development of a communications strategy/policy for the Ministry; advising and/or obtaining professional advice on behalf of the Permanent Secretary and Ministerial Team on Public Relations, Media Relations and other communications matters relating to the Mission and work of the Ministry; monitoring issues of concern to the Ministry and briefing the Ministerial Team and Permanent Secretary accordingly; developing strategies for prompt and effective responses to issues and crises relating to the Ministry's role and function.

Key Responsibilities

Management/Administrative:

- Represents the Ministry as the Chief Accounting officer of the Communication/Public Relations Branch;
- Manages and oversees the development of the Budget and other activities of the Branch to approved Budget levels, e.g. advertising, publications, photographs, professional fees, etc.;
- Ensures appropriate training and development of staff within the Branch;
- Develops, manages and monitors activities of the Branch to ensure that tasks are carried out as assigned and according to Individual Work Plans;
- Designs and manages Strategic Communications Plan;
- Provides guidance and supervises Team of Public Information Officers; plans and allocates work assignments; evaluates staff as required.

Technical/Professional:

- Tracks, researches and analyzes information on Ministry related topics/issues; gathers information from diverse sources and Agencies of the Ministry and help to assess news value and other potential impact, as well as to evaluate the effectiveness of the Ministry's overall Communications Programme;
- Researches, drafts, writes and edits speeches for the Minister(s), Permanent Secretary and Senior Management Team, as required;
- Responds to media enquiries and information requests; prepares related correspondence when required;
- Publicizes priority areas and/or major events of the Ministry, to include drafting of information strategies, co-ordinating efforts, monitoring and reporting on progress, taking appropriate follow-up action and analyzing the outcome;
- Undertakes activities to promote media coverage (e.g. press conferences/briefings, interviews);
- Monitors and analyzes public opinion and the media, identifies issues and trends and advises the Minister/Permanent Secretary on appropriate action/responses;
- Produces/Oversees/Assesses production of specific types of information communications products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials, radio spot programmes, etc.);
- Conducts/Manages/Oversees the Ministry's participation in special events and exhibitions (e.g. JMA Expo, career expositions, etc.);
- Co-ordinates media related activities for the Minister(s) and Permanent Secretary;
- Handles all media requests of the Ministry;

- Monitors Talk Shows and other electronic and print media programmes; provides reports to the Permanent Secretary and the Ministerial Team, when necessary;
- Designs and implements specific public education programmes to highlight/explain particular aspects of the work of the Ministry;
- Keeps the Minister/Permanent Secretary informed of National and International News events that could impact on the image of the Ministry, either positively or negatively;
- Arranges tours, launches, interviews and other related activities as required or according to the Ministry's Communications programme;
- Prepares press bites when requested for distribution to visiting journalists and other interest groups;
- Makes arrangements for Journalists wanting to see the Minister;
- Provides liaison and information flow for overseas and local programmes, as necessary;
- Ensures the maintenance of an up-to-date Newspaper Clippings File on local and international news items directly related to the policies, programmes and activities of the Ministry;
- Prepares and continuously updates Information Kit for distribution to the Ministry's target audiences/stakeholders;
- Maintains up-to-date professional quality photographs for publication, when necessary;
- Arranges contract signings, as assigned by the Minister or Permanent Secretary;
- Provides Minister/Permanent Secretary with regular Media Monitoring Reports, e.g. articles, letters or other relevant issues that appear in the print or electronic media;
- Handles complaints from the media relating to the Ministry;
- Co-ordinates and updates content for the Ministry's Website;
- Develops and places appropriate articles/stories by and about the Ministry for both print and electronic media;
- Develops and maintains the Ministry's Media Contact Network;
- Develops themes, activities and support material for major events of the Ministry, as required;
- Produces guidelines to help promote image consistency of the Ministry and its Agencies;
- Identifies potential opportunities for positive media coverage;
- Ensures the provision of specialist services for media and Public Relations activities, including publishing and other print, audio and visual productions;
- Reviews materials (e.g. News releases, Website content, newsletter, backgrounders, fact sheets, etc.) produced within the Ministry or in cases where the work has been contracted outside the Ministry;
- Develops materials on complex issues (e.g. MOU, PMAS, etc.);
- Maintains continuous liaison with major Media Houses, including the Jamaica Information Service.

Human Resource:

- Provides guidance to, supervises and directs team of Public Information Officers;
- Plans, allocates and monitors work assignments; designs overall work programme;
- Evaluates staff of the Communications/Public Relations Unit;
- Manages the welfare and development of staff within the Unit through the preparation of Performance Appraisals and makes recommendations/proposals for training and development programmes, if required or requested;
- Participates in the recruitment and design of the Job Descriptions for staff of the Unit;
- Ensures that staff is aware of and adheres to the policies, procedures and regulations of the Ministry and the Public Service.

Others:

- Issues Management and Analysis/Issues Management Plan for the entire Ministry, focusing on all issues not just communications issues. Website content development;
- Advertises management and promotions – in-house;
- Prepares and supervises the production of internal publications, public education brochures, handouts, newsletters, direct mail materials, photographs, annual reports, and other publications/collateral materials;
- Designs and Graphics – Publications In-house;
- Manages/directs team of in-house audio-visual technician and Graphic Designer;
- Supervises website updates and provision of content;
- Devises advertising strategies;
- Has responsibility for developing the Ministry's Identity and Graphic Standards;
- Builds and fosters collaborative relationships with the other Divisions and agencies of the Ministry to stay informed of new developments, products and services, and the sharing of resources;
- Develops ideas and opportunities for articles, presentations and other activities that promote greater awareness of the Ministry;
- Develops Intranet content;
- Co-ordinates Ministry's communications group;

- Communications policies and procedures.

Required Knowledge, Skills and Competencies

Core:

- Excellent leadership and people management skills
- Good administrative, analytical and creative skills
- Mastery in oral and written communication
- Excellent interpersonal and team-building skills and the ability to motivate staff to achieve targeted goals
- A proactive, flexible work attitude
- Reliable and trustworthy
- Excellent customer and quality focus skills

Technical:

- Extensive knowledge of Government and administrative systems and public policy
- Sound knowledge of legislative and regulatory framework governing MSMEs, manufacturing, services, intellectual property, standards and quality and other areas related to the Ministry's portfolio
- Sound knowledge of governance and accountable/accounting framework
- Excellent organizing, research and report writing skills
- Strong problem-solving skills
- Strong technological skills to include use of social media, communication devices, project management and report writing software and Microsoft Office Suite
- An understanding of graphic design and printing to guide the production of flyers, brochures, advertisements and Annual Reports
- An understanding of protocol/hospitality-related issues
- Proficiency in the use of the Internet, Windows operating systems and Microsoft applications, in particular, Word and PowerPoint
- Knowledge in the operations of Government
- A thorough understanding of the local media landscape

Minimum Required Qualification and Experience

- Degree in Mass Communication or Journalism or equivalent qualifications;
- Five (5) years working experience in Public Relations/Communication at the managerial level.

Applications accompanied by Résumés should be submitted **no later than Wednesday, 15th March, 2023 to:**

**Director, Human Resource Management and Development
Ministry of Industry, Investment and Commerce
4 St. Lucia Avenue
Kingston 5**

Email: hrm@miic.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**